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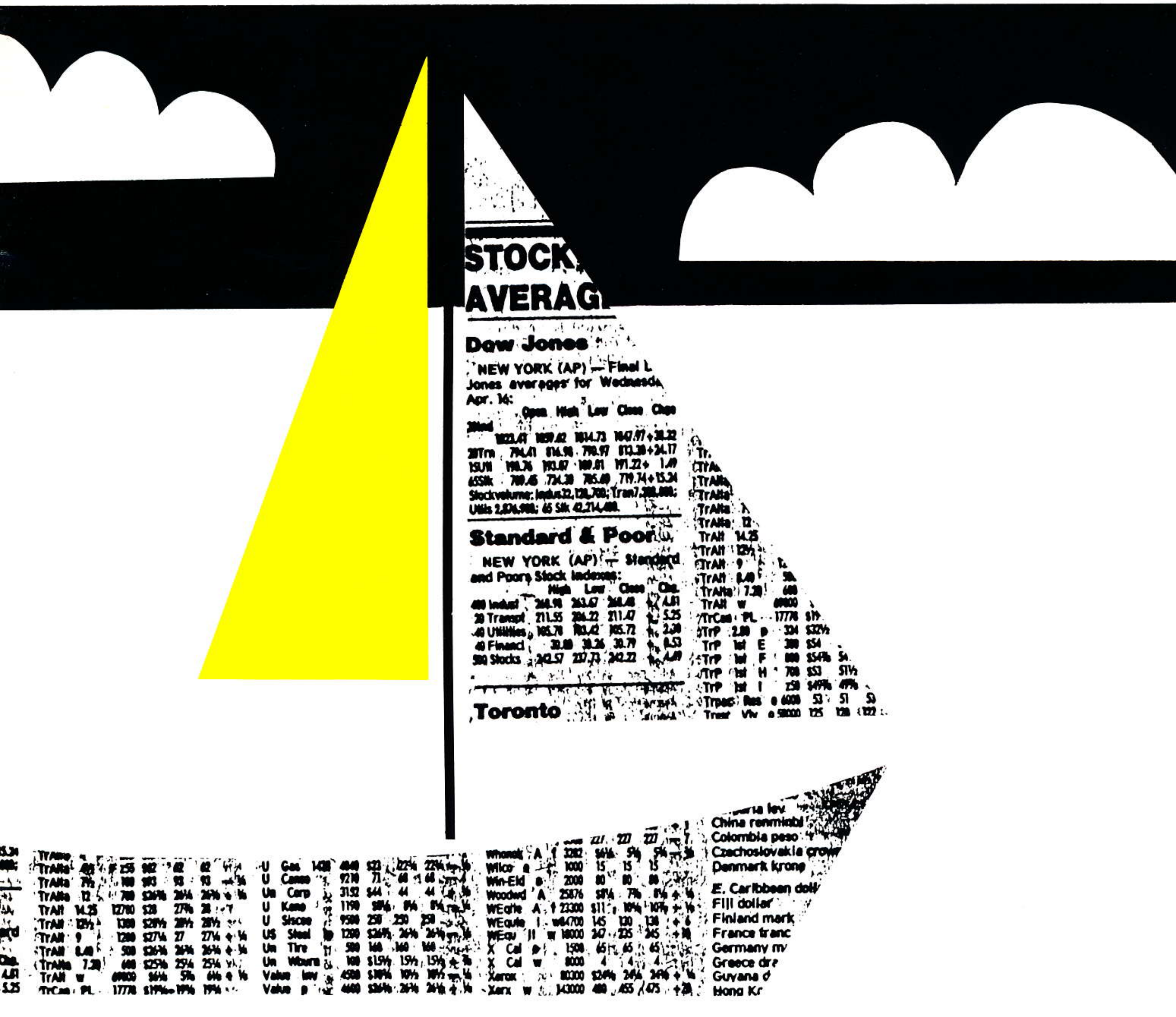
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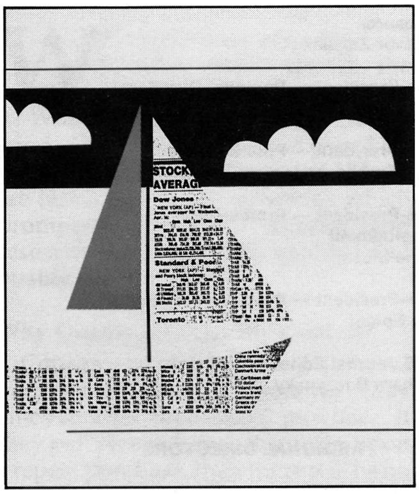

The cover, designed by Heather Kowalchuk, depicts a sailboat constructed out of the stock market, both images symbolizing economic satisfaction. (Designed as a project in the 4th year graphic design class, School of Art, University of Manitoba, under the direction of Professor Norman Schmidt.)

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from the Editors

The selection of articles in the focus section of this issue of the *CHEJ* indicates that for economic satisfation to be achieved a lot of change has to take place. This change has to include the realities of, as well as the attitudes towards, the production, distribution, and consumption of all goods and services in our society.

Prospective tax reform and the impact of past tax changes are discussed in the context of the family by Terrance Hunsley, Executive Director of The Canadian Council on Social Development. Robin Douthitt presents proposals for change in Canadian family law policies relating to child support subsidies, full-time homemakers, and the current gender specific biases. To provide an international perspective to the discussion of economic satisfaction, Clio Presvelou reports on the experience in The Netherlands of the labor system's influence on time, men's participation in domestic work, and diversification of employment profiles.

The specific relationship between children and economic satisfaction is presented by Joanne Fedyk. She discusses the economic implications of the decision to have children, and examines the costs and benefits involved.

A special Research Section of the *CHEJ* is planned for the Summer 1988 issue. The purpose of this special section is to bring together Canadian research on aging. The Call for Manuscripts appears at the end of the Research Section in this issue; please refer to it, and note that the deadline for submissions is June 30, 1987.

A Readership Survey for the *CHEJ* is being carried out throughout 1987 via the CHEA membership renewal notice. This change in approach to surveying the readership has resulted in a significant increase in the return rate, and a continued excellent response is anticipated throughout the year. For those who have completed and returned the survey, we thank you. For those who have not received the survey yet, we look foward to hearing from you later in the year. Please remember that you, the readership, are our life line. ☐

Barbara Baczynsky
Ruth Berry
Brenda Speirs-Fryatt

Reader Forum

Letters and comments from the readership

A Response to "The Home Economist as Cultural Educator"

I read with interest Thelma Barer-Stein's article in the Winter 1987 issue of the *CHEJ*. I thoroughly enjoyed the article and agreed with several of the points expressed.

However, I did take issue with the author's reaction to Brown and Paolucci's mission statement. While I agree that there is an enormous challenge to "unpacking the meaning" behind the words and phrases of the mission statement, dismissing key concepts as "euphemistic and vague" hardly does justice to the great lengths that Brown and Paolucci undertook to analyze and clarify these meanings in their writing of *Home Economics: A Definition*. Further, they would claim that it is impossible to crystallize these meanings in a dictionary-type definition.

Despite the difficulty of fully understanding the mission statement without reliance on the entire original document, I believe that Barer-Stein's analysis of the statement was confused because she responded to selected words and phrases out of context. Specifically, while I agree that the word "mature" does indicate a stage or end state which is culturally defined, it must be noted that Brown and Paolucci **DID NOT** use the word "mature" in the mission statement. Rather, the phrase in question reads "maturing in individual self-formation". "Maturing" refers to a **process** rather than an end state and the question that should be raised in relation to the phrase is: What do we mean by individual self-formation?

Another reference created confusion. Whatever did Barer-Stein mean by referring to the systems of action as law, education and resources? These systems of action are clearly identified as technical/instrumental, interpretive and emancipatory in Brown's *What is Home Economics Education?* (1980). They are based on "Jürgen Habermas' conception of work, language and power as three separate means of social organization serving separate interests.

Finally, I simply cannot understand Barer-Stein's concern that "social goals" could be so broadly encompassing. It appears that she responded to these words completely out of context. Surely the words "cooperative participation" and "the critique and formulation of" qualify "social goals" sufficiently to exclude the possibility of the social goals of a dictatorship. Seriously, would a dictatorship permit its citizens to participate cooperatively in formulating social policy, let alone critique such policies?

(continued on inside back cover)

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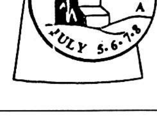

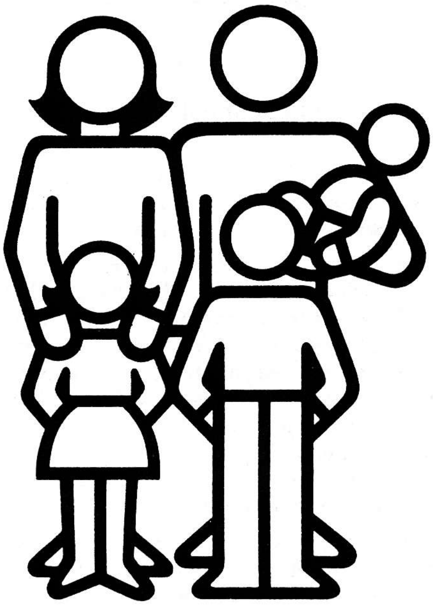

Tax Reform

Outlook for Families

Terrance M. Hunsley

Abstract

Prospective tax reform is discussed in the context of the family. The implications of changing the emphasis from income to consumption tax are highlighted along with illustrations of how other changes in the past have been detrimental to modest-income families. Reasons and suggestions for tax reform, and the associated benefits and costs are outlined.

Résumé

Voici une discussion de la réforme fiscale possible dans le contexte de la famille. On y souligne les conséquences de taxer davantage la consommation que les revenus, et on donne des exemples illustrant comment, dans le passé, les changements ont durement frappé les familles à faible revenu. L'article fournit des raisons et formule des propositions relatives à la réforme fiscale, et il fait ressortir les coûts et les avantages qui s'y rattachent.

Practically everyone would like to change the tax system. It is complicated, pervasive, and rife with contradictions. But if anyone thinks that present options for tax reform will leave everyone better off, they're whistling in the wind.

The system carries out two main functions: it collects money and it redistributes money. In doing so it affects, in either a planned or unplanned way, most aspects of our personal, family, and business lives. Any money we earn will be subject to tax, but the amount of tax will depend on how much we earn, how we earned it, how old we are, whether we support other people with it, whether those people, or we, are sick or healthy, whether we are disabled or going to school as well as how much we spent to earn it, and on whether we are going to spend it, save it, give it to charity, or to political parties.

After we go through this simple process to determine our "after-tax income", we will then pay more taxes when we spend the money, depending on what product we buy, where it comes from, how it was made, and so on. All of these factors intervene between our work and our daily bread.

The point is that the tax system is an extremely complex set of rules and regulations which pervade our lives, balancing and rebalancing our ultimate ability to make social and economic choices. Until governments decide they don't really need all the money they collect, which won't be soon, any change which reduces one person's tax will be paid for by others.

Tax Reform

As this article is being drafted, tax reform is on the horizon. Expectations are for Finance Minister Wilson to announce in his February budget, initial steps to reduce the federal dependence on income tax revenue by increasing revenue from consumption taxes, perhaps in the form of a Business Transfer Tax (BTT). Although tax officials might consider it blasphemy to oversimplify such an interesting concept as a BTT, to the consumer it really means a sort of "super sales tax", levied on anything we buy, whether that is a product or a service.

What does this change mean for families and the decisions they might make? If it is only a change from income to consumption taxes, it has begun already to create winners and losers. Income taxes take a bigger percentage from those with higher incomes (the "progressivity" of that system). Consumption taxes take the same percentage from everyone, based on spending, meaning that the poor pay a higher percentage of their total income on those taxes (the "regressivity" of that system). In changing the emphasis from income to consumption tax, the rich lose less, the poor lose more, than at present.

In economic terms, "income" equals "consumption" plus "savings". So while income taxes take a bite out of savings, consumption taxes don't. Savings in Canada amount to about 10% of income, so the "average" bite of consumption taxes must be raised to make up the difference. The rich tend to save more than 10% of their income; while the middle class already has most of its savings protected from tax by Registered Retirement Savings Plan (RRSP) and Registered Pension Plan exemptions. Since the poor tend to "dissave" (spend more than their income by borrowing, selling assets, etc.) the shift of overall tax burden from rich to poor and moderate income families is greater. As the business-sponsored Fraser Institute pointed out

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Terrance M. Hunsley is Executive Director of The Canadian Council on Social Development.

in a recent discussion paper (The Fraser Institute, 1983) on a Flat Tax System, a "small" increase in taxes to the poor and moderate income people of Canada, since there are so many of them, would result in a nice benefit for the rich.

The government is aware of this, of course, and is considering how to counterbalance the shift, probably by building on the refundable sales tax credit introduced in the 1986 budget. This measure offsets the sales and excise tax increases levied with that budget by returning to the poor an amount about equal to the increased tax they would be expected to pay. (Being "refundable" means that even if their income is too low to pay income tax, the amount of the credit is still paid out to them.) The problem is in the definition of who should be relieved and who should bear an increased burden. The sales tax credit phases out for families with incomes above $15,000. Since the median income for a family of four in Canada (the point where half the families are above and half below) is about $41,500, and the poverty line for a family of four is over $22,000 (Statistics Canada, 1984), there clearly are a lot of modest income families who are bearing more than their fair share.

The government also can try to protect people with below-average incomes by exempting from consumption tax (as some provinces do now from sales tax) those items which make up a higher-than-average percentage of the expenditures of more moderate income people — food, clothing, and shelter. However, this is a little more difficult to do; any of those categories can include luxuries (or investments) as well as necessities.

Since simplicity of administration is a major objective of the exercise, it is likely that the government will want to go with a more universal tax system, relying on a tax credit to offset the impact on lower-income people. If so, the design of the tax credit will indicate who wins or loses from the change.

In theory, since the income tax flattens out for those with more than about $50,000 taxable income, a "neutral" effect of shifting from income to consumption tax could only be achieved by providing some level of tax credit to all those under that amount. If the credit were to equal zero at a level lower than that (say at the median), families on the bottom half would be partially or fully protected. Those just above that amount, the middle class, would be paying more. If the tax credit were to end at or near the poverty line it would mean that modest-income families would be paying the extra shot. (This assumes that the amount of the credit is enough to totally offset the extra tax for those below that line.)

It all seems complicated and abstract, but it is important. The decisions on who pays, and who is assisted, reflect our most basic values. We all believe in work; but do we reward work in the home as much as we do in the factory? We believe in families and children; but do we ensure that families and children are assisted by the system, or do we relieve individuals without children at the expense of families? In the last 6 years, we have tended to do the latter. We lowered marginal tax rates for individuals over $50,000, made RRSP's much more lucrative for high income individuals than for moderate-income families, lowered the combined value of the family allowance, dependent deduction for children, and child tax credit, while using the money to provide $500,000 capital gains breaks for the rich. If you are rich enough to live off your savings and investments, we don't tax your income until it surpasses $40,000 per year, even though a working family at that level would be paying a large chunk of tax.

The combined effects of these and other changes in the past few years have been quite detrimental to modest-income families — those people who we believe are the backbone of Canadian society. Tables 1 and 2 illustrate the impact of these changes, and the surprisingly high tax burden on the poor.

The Broader Picture

There is good reason to undertake tax reform, but the reason should be to have a reasonable system of income redistribution, and to eliminate benefits to privileged interests, which undermine Canadian values.

Table 1. The Inflation-Adjusted Impact of Tax Changes on Incomes, 1980 to 1990 (One-parent family with two children)

Income Level	Taxes and Deductions	% Chg.	Tax Credits	% Chg.	Net Tax Liability	% Chg.
Lower Income ($21,940)						
1980	2,404		965		1,329	
		19.9		0.8		32.7
1985	2,882		973		1,909	
		21.7		3.3		31.1
1990	3,508		1,005		2,503	
Middle Income ($32,910)						
1980	5,602		747		4,855	
		7.1		(7.4)		9.4
1985	6,002		692		5,310	
		17.7		(32.4)		24.2
1990	7,062		468		6,594	
Upper Middle Income ($43,880)						
1980	9,323		226		9,097	
		5.5		(28.8)		6.3
1985	9,835		161		9,674	
		14.6				16.5
1990	11,270		—		11,270	
Upper Income ($65,820)						
1980	19,000		—		19,000	
		2.0				3.0
1985	19,377		—		19,377	
		9.4				9.4
1990	21,200		—		21,200	

Note: This Table incorporates the effects of federal budgets from 1981 to 1985.
Net tax liability has been calculated by adding together federal and provincial income tax payable, plus Canada Pension Plan contributions and unemployment insurance premiums, and deducting from this total any tax credits available to each taxfiler. Omitting the impact of sales tax increases from this analysis understates the extent to which recent federal tax changes have benefitted the more affluent at the expense of the poor.
Source: Metropolitan Toronto Social Planning Council Infopac, November '85.

Table 2. Income Taxes for Single Canadians and Families with Two Children (Incomes Equal Poverty Line 1986)

		Families with two children		
	Single person	Single parent	Two-earner couple	One-earner couple
Earnings	$10,673	$17,310	$20,179	$20,179
Child benefits	—	1,526	1,526	1,526
Total income	10,673	18,836	21,705	21,705
Federal income tax	810	1,315	1,337	1,709
As % of income	7.6%	7.0%	6.2%	7.9%
Provincial income tax	383	622	632	808
As % of income	3.6%	3.3%	2.9%	3.7%
Total income tax	1,193	1.937	1.969	2,517
As % of income	11.2%	10.3%	9.1%	11.6%
Income where taxes begin	4,845	10,150	11,897	10,890
As % of poverty line	45.4%	53.9%	54.8%	50.2%

Source: Social Policy Reform Group Communique, November 1986.

Since we believe so strongly in work, our tax system should provide a generous refundable Basic Tax Credit to assist low-income people, and serve to supplement the incomes of the working poor. It should only be phased out when the individual receiving it is earning income well above poverty levels. This would provide an incentive to be employed, and would also assist those without employment. In turn, social assistance programs might provide residual income support, and could focus on providing the rehabilitation, training, placement, and community support services needed to assist individuals and families to adjust to the changing economy.

With a more generous child tax credit, and an enhanced family allowance program, we could move towards eliminating poverty, while still recognizing the valuable social contribution being made by families who raise children. These two programs achieve two important objectives: "vertical equity", the redistribution of income towards the poor; and "horizontal equity", the redistribution from those without children to those who have children.

Finally, we need to recognize the value of work carried out in the home, or more precisely, within the family. The value of the care provided to dependent individuals within the home is enormous. The case of young children, of disabled children and adults, and of the dependent elderly, is a responsibility which is shared, often unevenly and unfairly, between the family and the state. When the family cannot provide this care, the state assumes responsibility, often at tremendous costs. (Although the formal health care system in Canada costs about $38 billion per year, the federal government estimates that 80% of all care is still being carried out informally, within the family.) With the present system, as the population ages, two unpleasant choices emerge: either the family (usually meaning the woman) takes on a heavy burden of care; or the state provides an expensive institutional response. There are two important resources needed to alleviate institutional costs, and to assist families who are able to carry some of the responsibility. A broad range of community-based services for children, the disabled, and elderly, are needed. Also, a tax credit which assists families either to provide care within the home, or to purchase it in the community, is needed.

What About the Costs?

All of these suggestions sound expensive, and there are real costs involved. But there are also associated benefits which would do much to offset the costs. These tax credits would provide a basic floor income for all individuals. Therefore some of the present measures which offset (and reinforce) financial dependence could be eliminated, including deductions for children, the elderly, and spouses. The Personal Exemption, which is currently of much greater value to the rich, could be used to finance the Basic Tax Credit.

The combination of direct and indirect funding for community-based services would have two direct effects: it would provide paid jobs, thus relieving unemployment costs. (In net terms, it costs governments about the same to provide someone with $10,000 unemployment insurance, or $14,000 in wages. This is not to suggest that community services should be low-wage jobs, but that a generous level of subsidy is financially warranted.) It would also assist, both directly and indirectly, more people to enter the work force, thus expanding the economy and our ability to pay.

Finally, we need to recognize that the expansion of the economy, which is currently occuring in the service sector, is vital to our long-term economic health. It is precisely the growth resulting from the baby boom and the increased participation of women in the labor force which has stimulated economic expansion enough to finance social expenditures. The International Monetary Fund (IMF) has pointed out recently that if Canada were to maintain all present social benefits, indexing them to inflation and providing them to the expanding numbers of elderly, our present low rate of spending, relative to the Gross National Product (GNP) (currently 20%) would actually *decline* in the next two decades to about 17% (Heller, Hemming, & Kohner, 1986). This is because of our increased labor force and our economic growth. Most other countries will experience increasing relative burden from social expenditures, and are spending already between 25 and 30% of GNP on these programs.

Even at the peak of our aging curve, (after 2030) the IMF estimates that we will only require about 22% of GNP to maintain present programs. Since we will have a period of relative easing off of costs, it makes sense to use some funds to develop services and to humanize the economy, so that longer term increases will be a bit less.

If this all sounds heavily economic, it is. But the bottom line is that it makes economic sense to reduce poverty, reduce unemployment, and provide better care options for individuals and families. The result would be a much healthier society. Tax reform would be a good way to begin the process. ☐

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Family Tax Law

Implications for Household Time Allocation and Proposals for Reform

Robin A. Douthitt

Suppose that you open your newspaper tomorrow morning and read the headline: 'Government Announces New Program to Compensate Homemakers for their Societal Contributions'. "Impossible!" you mutter. "It must be a misprint," and continue to read. The details indicate that homemakers, regardless of whether they are primary caretakers of young children, are the program target "beneficiaries". Except, the money will be paid to the homemaker's spouse. Further, the amount of compensation will be positively related to the spouse's income. That is, low-income spouses will not be paid as much as high-income spouses of full-time homemakers. You quickly pinch yourself and check the calendar to be sure it is not April the first. Fortunately, it is highly unlikely that will be tomorrow's headline. Unfortunately, a similar tax policy already exists. It is commonly known as a spousal exemption and it exemplifies but one of many family tax code policies which are at cross-purposes with themselves.

Abstract

The author discusses the implications of Canadian family tax policies for household time allocation decisions. Few consistent impacts are found in the present tax code. Resultantly, proposals for change are forwarded. They include a need to review the treatment of government child support subsidies; the treatment of full-time homemakers; and gender specific biases under present provisions.

Résumé

L'auteur discute de l'influence des politiques fiscales canadiennes applicables aux familles sur les décisions des ménages en matière d'allocation du temps. L'indicatif de taxe actuel a peu d'effets constants. En conséquence, on propose des changements qui portent notamment sur le besoin de revoir les subventions gouvernementales au soutien des enfants, le traitement des ménagères à plein temps, et les préjugés sexistes particuliers que renferment les dispositions actuelles.

The observation by Aaron and Galper (1985) that U.S. tax policies have "become a swamp of unfairness, complexity and inefficiency" (p. 1) seems equally appropriate when applied to Canadian tax policy. The present tax system reflects a series of tax concessions thrown largely at special interest groups (including families) with little thought given to their relationship to either an underlying social welfare function or the overall distribution of income.

Tax incentives, by their very nature, are designed to influence human behavior. The premise of this paper is that either: we give careful consideration to what common purposes we as a society wish to monetarily reward or discourage and subsequently revise family tax law accordingly; or abolish all special tax considerations and institute a tax system that serves to strictly raise needed government revenues and does not attempt to manipulate behavior through large scale social experimentation like that simulated under our current tax system.

Tax policy impacts are many, however this paper will focus on the relationship between tax policies and family time allocation patterns. In addition to assessing current impacts, proposals for the direction that family tax reform might take are presented. Due to space limitations it is not possible to review the present Canadian tax code. The interested reader is therefore referred to Douthitt (1986) for a more thorough discussion of the Canadian tax system and the details of specific tax policies.

Tax Policies and Time Allocation

Assessing the net effects of the multitude of Canadian family tax policies on family time allocation is a difficult task. Benefits (e.g., family allowance payments) are given with one hand and taken away with another (since benefits are taxable). Economic incentives are offered mothers to enter the labor force (child care deduction), while penalties are levied against married women who do (spousal exemption). Nonetheless, an effort will be made to summarize what is known.

The National Council on Welfare (1983) recently calculated the net value of government transfers made on behalf of dependent children to families with different levels of income. Included in their assessment were family allowance payments, dependent child exemptions, and the child tax credit. Their calculations showed that, in absolute dollar amounts, such tax policies clearly favored the middle- to upper-income family. To the extent that these policies primarily constitute unearned income, this would imply that (compared to behavior in the absence of tax allowances) child related tax benefits serve to discourage middle-income women (vis-a-vis their lower- and upper-income counterparts) away from market work in favor of leisure activities[1]. Their analysis does not allow one to examine what, if any, effects these policies have on income distribution. However, it does exemplify one way in which the progressive nature of our tax system is undermined.

In a recent article, Blomqvist and McKee (1986) estimated the impact of the proposal to eliminate the spousal exemption on time spent by married couples in labor market activities. They

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[1] For simplicity in interpretation, the reader may wish to substitute the economic term "leisure" with the word consumption. That is to say in this example middle income women are less likely to be labor force participants and more likely to spend more (leisure) time "consuming" child services (like talking or playing with children) from which they derive satisfaction.

also examined the effect of applying generated revenue savings to increasing the child tax credit, and whether any economic efficiencies could be gained by such actions. From predictions based on empirical work originally done by Nakamura and Nakamura (1981) the authors conclude that abolishing the spousal exemption would cause a significant increase in the proportion of married women working outside the home. Especially impacted by the change would be wives aged 25-29 and over 45, less likely to have young children at home. They were predicted to increase their labor force participation rates by as much as 6%.

Overall, research findings to date would indicate that low-income families' time allocation is influenced little by present family tax policies. Middle-income families are afforded the greatest incentive of all families to reallocate their time along traditional division of labor lines. Net impacts on upper-income families are indeterminate.

Given that 40% of all Canadian marriages now end in divorce (Statistics Canada, 1983), no contemporary work on the Canadian family can be considered complete without at least some discussion of single headed families. Since the literature pays virtually no attention to the subject, this analysis will focus on the impact of two major tax policies that pertain to custodial parents of dependent children — taxation of child support payments and the child as equivalent to adult exemption.

Tax policies and children. Under current Canadian tax law, noncustodial parents are not required to pay income taxes on moneys spent to meet child support payments. The moneys are, however, considered taxable income of the custodial parent. At first blush it appears that the impact of this tax policy will be to provide a disincentive for the custodial parent to allocate time to labor market activities. Such a conclusion could be drawn based on two facts. First, it is possible that these payments place the custodial parent in a higher tax bracket thus effectively reducing the after tax wage rate. This would afford an incentive to substitute out of labor market activities and into home production. Secondly, regardless of whether the custodial parent's marginal tax bracket is influenced, an unearned income effect provides a further employment disincentive. However, closer examination of policy impact on custodial parents reveals that the long run consequences of taxing support payments are not as straight forward as one might expect.

Because child support payments are tied to custodial parent income, the long run ability of that parent to provide for children will depend on whether those benefits are keyed not only to the rate of inflation, but also to earning capacity (marginal tax bracket). Unless some mechanism is incorporated in court ordered child support to adjust future payments in accord with changes in both the cost of living and the marginal tax bracket of the custodial parent, long run consequences of tying child support payments to the income of custodial parents will further deter participation in the paid labor force while simultaneously reducing after tax benefits to the child.

By making child support payments taxable income of custodial parents, their marginal tax bracket will likely be increased. Thus, custodial parents will be further deterred from either entering the paid work force or increasing their hours spent in labor market activities. Although increased participation in the paid labor force would result in a higher net income, after tax child support payments would amount to less. For example, if a custodial parent's increased labor force activity causes a jump in marginal tax rate from 10 to 25%, the after tax value of a $1000 child support payment will drop from $900 to $750 per month. If the parent were earning $10 per hour, this would mean that 20 additional hours would have to be worked each month just to make up for the $150 in lost after tax child support payments. While the example of increasing hours of paid work more pointedly demonstrates the tax policy impact, long run increases in real wages will have the same effect. Ultimately however, this erosion of real income results in an indirect increase in child rearing costs to the custodial parent and will cause this parent to increase labor supply in order to maintain the child's standard of living.

One tax policy which will in part mitigate the effect of custodial parent "bracket creep", is the child equivalent to adult exemption. By its very nature, the benefit of this tax policy will be positively related to the custodial parent's marginal tax bracket. Thus assuming that the exemption amounts to $3,000 annually, the increase in tax rate from 15 to 25% would amount to a tax savings on a monthly basis of $25.

Unfortunately, there have been no Canadian studies which examine the impact of these policies on time allocation of single headed families. It is clearly a direction of future research that would have implications not only for better understanding family organization, but also for establishing government tax policies.

The tax system attempts to manipulate behavior through large scale social experimentation.

Family Tax Law Reform

Present Canadian family tax policies reflect no clear underlying philosophy with regard to family organization. Perhaps the best characterization of the net benefits would be a "little something for everybody". Although specific policies offer distinct behavioral incentives for families, one can often point to another policy with a counterbalancing effect. A pessimist might view the policies as simply ways in which members of Parliament have redistributed the progressive impact of our tax system to benefit their middle-class constituents. An optimist might view the "diverse" policies as necessary to avoid potential interference by "big brother" in the natural order of human behavior.

In the opinion of the author, the time for tax reform is now. Either we move towards a flat tax system and eliminate tax incentives which serve to distort human behavior, or we step back and carefully review the purpose and impact of every tax policy with an eye to reformation which will reflect our underlying philosophies regarding the economic organization of Canadian families.

In his February 1986 budget papers, Michael Wilson (1986) identifies that the present government's efforts to reform social and tax policies as being "based on the twin tests of social and fiscal responsibility". Although noble goals, neither test as expressed, provides a sufficient enough foundation onto which consistent and fair tax policies can be built. In that same document, the Minister announced yet another tax credit, the refundable federal sales tax credit, was being added to the myriad of existing tax policies at an annual cost to the government of $330 million. While incorporation of the new credit should be applauded on one hand since it is directed at low-income families and will thus serve to strengthen vertical equity in our tax system, the contrapositive is that, rather than getting at the cause of inequality, it represents yet another reactive rather than proactive solution to rectifying distortions in the tax system.

If the present system which uses tax law to influence human behavior is to be retained, there clearly exists a need for tax reform. Specific underlying statements of philosophy and intent are needed to guide in the reformation. With regard to family tax law, there emerge at least three major philosophical areas of concern to the home economist: considerations for the provision of care and services for Canadian children; the treatment of citizens with intermittent attachment to the labor force; and the impact of gender specific policies.

Care and services for children. With regard to provision of care and services for children, present tax policies reflect at least two distinct philosophies. The first is that all of society should be in part responsible for assisting parents in meeting direct costs associated with child rearing. The second is that assistance to parents should bear some relation to their standard of living (i.e., high-income parents are entitled to larger subsidies for raising their children than are low-income families since their actual expenses will be greater).

Eichler (1983) identifies the "principle of shared social responsibility" (p. 131) in the rearing of children. She maintains that society should bear at least some responsibility for assisting all families in meeting these costs. However, ascertaining the extent to which society should contribute towards those costs is a far more difficult task. In addition to the direct tax subsidies that have already been outlined, society presently shares in the cost of education and health care as well as many other community services for children. Thus, the real question is where to draw the line. That is, to what extent are children public goods in whose future every citizen has an interest, and to what extent are they private goods whose benefits accrue primarily to the family. The answer to this question is pivotal in assessing the need for child care related tax reform. Once it is answered, the next step is ensuring, as Eichler maintains, that such benefits are equitably distributed without regard for family structure. For example, similar support should be provided for meeting the costs of children raised in single as well as two-parent households.

The time for tax reform is now.

A major cost associated with raising children is time. The care of young children is particularly time intensive. This cost is usually borne either indirectly by the parent or directly through the purchase of day care services. Given that there will always be a need for both types of care, the question for tax reform becomes: how can we design a tax policy that will not economically favor either choice (unless of course we determine one type of care is preferable to another). That is, we need to design a child support policy that deters a parent neither from remaining home to care for a child nor from participating in the paid labor force if this is desired. While the spousal exemption and child care exemption could be viewed as such counterbalancing policies, the spousal exemption is not linked to the presence of dependent children and serves to provide a more substantial penalty for labor force participation to families who face paying higher marginal tax rates.

The final philosophical question with regard to tax policies that influence the provision of care and services for children relates to whether higher income families should be provided more support (in absolute dollar terms) than low-income families. Essentially, it amounts to what societies' responsibility is to provide child support beyond basic needs and to whom should we provide such support. As has been previously discussed, we know that • child related tax benefits accrue primarily to middle-to upper-income families; • child care deductions provide greater economic benefits to higher income mothers than to lower income mothers; • child exemptions provide a greater benefit to high-income (usually) fathers; and • even family allowance payments which on their face appear to provide "equitable" support to all families, turn out upon closer inspection not to do so. If child welfare is what is at issue, one would certainly not envy the policymaker put in a position to explain to the child from a low-income family why his or her parents get fewer child support moneys from the government than does the child from the upper income family. However, this is exactly the question that needs an answer before meaningful tax reform can be initiated.

Intermittent labor force participation. It is necessary to consider treatment under the tax code of families who by choice decide to refrain from engaging in labor force activities at some point in their lives. Presently, our tax code affords tax subsidies to households where one spouse has little or no income. This provides incentives, particularly to upper-income families, for one member to engage solely in home production activities.

Philosophically, society must decide on what basis that provision should be made. If the intent of the exemption is to consider such homemakers' dependents who use rather than provide services, then policymakers should review work by Adler and Hawrylyshyn (1977) and others regarding the value of home production. Those studies would indicate that families with full-time homemakers enjoy a considerably enhanced standard of living vis-a-vis other families with a similar amount of income and no full-time homemaker.

If then the intent of the spouse exemption is to "recognize" the contributions of those homemakers, we must come to terms with the

Present tax policies serve to reinforce a traditional division of labor in the household.

question of whether services provided by homemakers are of a public or private nature. That is, to what degree does society and to what degree does the family benefit from their contributions. As previously suggested by the author (Douthitt, 1986), society could decide that homemakers caring for young children are deserving of financial compensation to help defray the opportunity costs of child rearing.

However, if the spousal exemption is to be the policy tool through which compensation is made, at least two points with regard to its policy impact need to be considered in tax reform. First, the present policy provides an incentive for any spouse regardless of whether there are dependent children in the household to reduce time spent in labor market activities. Consideration should be given to restricting that exemption to only those households where young children are present. Secondly, careful consideration should be paid as to whether high-income families should receive greater (in absolute dollars) compensation than low-income families for the contributions of the homemaker.

Although a homemaker does indirectly enjoy economic benefits when a spouse receives a tax break, one should question whether the spousal exemption is the best policy tool for the job. If, philosophically, the intent of the policy is to defray the opportunity costs associated with child rearing, then alternatives such as contributions to the Canadian Pension Plan on behalf of the homemaker would be more appropriate means of compensation. Such a policy would not only be a more equitable (across individuals) arrangement, but would begin to get at the root cause of poverty among older women.

Gender specific policies. Finally, it is the author's view that all tax law should be drafted as gender neutral. That is, without sound philosophical reasoning behind it, no policy should have the impact of distorting intrafamily time allocation patterns. Present policies which are directed only at women such as the family allowance payments, child care deduction, and child tax credit, serve no purpose but to reinforce a traditional division of labor within the household. Armstrong (1984) has taken a similar stand stating that sex specific tax policy "perpetuates the difference between men and women in and out of the labor force . . . [and supports] the continuation of segregation, of unemployment, of unequal incomes and of a double day for women" (p. 134). White (1983) however offers a different point of view. She states that "changes in the labor market (activity of women) have no relationship to the socially-determined role of women" (p. 22), and further, that in the absence of such policies, there is no reason to suppose that men will spend any additional time in domestic work. If White's assertion that changes in labor market activities of women have no relationship to the socially-determined role of women, then one would expect that men's contribution to home production should be invariant to whether his spouse is employed. However, simple tabulations from the 1971 Halifax study of family time use indicate that men do spend more time in home production when their spouses were employed (Adler & Hawrylyshyn, 1977). Further, it is impossible to estimate from any studies to what extent our gender specific tax policies are distorting present time allocation patterns.

Conclusions

This paper has forwarded arguments to support the premise that family tax policy is in need of reform. It was demonstrated that many of our current tax policies are inefficient and convey no consistent philosophical positions. Unless the tax code is rewritten to eliminate the element of social experimentation, the public policy areas of finance and taxation are ones in great need of input from home economists with training in family resource management. It is only with a careful impact analysis of tax policies on all aspects of family resource allocation, that equitable and fair tax laws can be drafted. □

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Economics of Scarcity

Clio Presvelou

Interfaces between paid and domestic work

Abstract

Three sets of phenomena which affect households are examined including the persistent influence of labor system's values on non-employment situations, men's attempts to participate in family life, and experimentation with new paid-work schedules and employment profiles. These changes have occurred against a background of a slightly-recovered economy and the unswerving development of new technologies. The economics of scarcity which lie ahead of us raise two pervasive issues for home economists: the importance of people as a resource and of keeping a balance between the near and remote environments.

Résumé

Trois séries de phénomènes affectant les familles sont examinees ici: l'influence persistante des valeurs du travail rémunéré sur les situations hors travail, les efforts entrepris par des hommes pour conquerir une partie de l'espace et du travail domestiques, et diverses experimentations en matière de nouvelles formes d'emploi. Ces changements s'effectuent en periode de crise économique ou bien de légère reprise de l'économie, et, pendant que le secteur de production de nouvelles technologies est en plein essor. L'économie de pénurie qui est devant nous soulève deux questions importantes pour les économes familiaux: celui de l'importance des hommes et des femmes en tant que richesse et ressource humaines, et celui d'assurer l'équilibre entre les environnements proche et lointain.

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Scientific discourse on the family or, more generally, the household[1] is indebted to three classes of phenomena. The first relates to concepts and definitions; the second is concerned with the activities of the household performed by, and for the benefit of its members and society; while the third refers to political and ideological positions taken regarding its social utility.

It is fascinating to examine concepts and definitions of the household and discover that they have changed little over time and from one culture to another, at least broadly speaking. A dwelling used for some common purposes, shared activities, and kinship are the three criteria by means of which a household has been defined. The degree to which all three criteria co-exist, as for example in the nuclear family, depends on history and the culture of a group.

All societies have undergone considerable change resulting in a wide range of household types. For example, changes in the value system of marriage and procreation (especially in Western societies) have made premarital cohabitation, out-of-wedlock procreation, divorce and remarriage, and one-parent households frequent and socially accepted. Demographic changes, on the other hand, such as the lengthening of life expectancy, and internal and international migrations increased dramatically one-person and retirement-age households as well as households made up of unconnected persons who are enjoying better living standards by sharing housing and living costs. Finally, social legislation and welfare policies implemented in most of Western European countries and in North America after the second World War have produced new kinds of households which address the needs of the elderly and the handicapped. Nowadays, then the term 'household' covers a variety of groups which have little in common with each other structurally.

Do the activities that households pursue daily, the householding,[2] reflect as wide a variation as their structure? No two households, even of the same type, are identical in terms of their relational and emotional growth, need patterns or level of need satisfaction. The age of household members, household composition and stage of its cycle, income level and income-generating activity, size of assets in ownership, and the rural or urban character of residence are, in addition to the particular society's political and cultural structure, the major explanations for the diversity of householding.

Despite the observed diversity of householding it is possible to group the infinite variety of tasks into a small number of activity categories which include: physical needs and personal care, domestic work, free time, personal development, and paid work. The dividing lines between the various activity categories cannot be clearly drawn. For example, should playing with the child be counted as domestic work? Such an example illustrates the importance of subjective judgements about time allocations to the various household activities, and presents several intriguing aspects regarding paid and domestic work.

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[1] The word 'household' has been used extensively to avoid terminological and ideological debates which are unavoidable when using the term 'family'.

[2] Household activities, or householding, are patterns of behavior in everyday life derived from pooling together resources to satisfy needs. Householding demands some pooling of resources, some involvement in planning, managing, carrying out tasks, and in putting household production at the disposal of members (Presvelou, 1984b, p. 9).

Recent developments in relation to economic recession are likely to make new demands on human qualities. Three areas of the interfaces between paid and domestic work will be examined: the labor system's persistent influence on time allocation; men's attempts to participate in household tasks; and the experimentation with new employment profiles. This analysis will be followed by a perusal of the characteristics of our societies going through economic recession combined with unequalled technological renewal. At the end the implications for home economics will be spelled out.

Labor System's Influence on Time

Of the total amount of one's time, only a negligible fraction of it is spent in paid work. Yet the values and norms of the labor system still influence the use and structure of time.

A 1980 time-use survey conducted by Knulst and Schoonderwoerd (1983, Table 2.1) in The Netherlands found that respondents spent 45.3% of their week on personal care including eating and sleeping, 27.4% of their time on leisure, and 13.6% of their time on domestic work including child care. Paid work accounted for only 7.7% of the weekly time, half the time spent on domestic work. Education and self-development and "other activities" category accounted for 4 and 2% of the weekly time, respectively.

Do the values and norms propagated by the labor system influence the use and structure of household time? This question is timely in the face of the current debates in The Netherlands, and elsewhere in Europe and the world, on unemployment, the redistribution of 'available' paid work to a larger group of citizens, fair division of paid work between men and women, new visions of society, and about domestic work. Under the influence of the present economic recession, some experts believe that economic recovery will not improve considerably the employment situation (Albeda, 1983). Others doubt whether work and the work ethos, as such, bring about a mentality linking the notion of 'work' to gainful employment (Becker, 1981; Kwant, 1982). It is possible to assert that for a growing, though still small segment of people in The Netherlands, work and the work ethos are no longer goals in themselves. Gainful employment represents an important way of guaranteeing a livelihood, but, more importantly, it can safeguard one's independent, comfortable, leisure lifestyle after work hours. (Presvelou, 1985, p. 23).

The 1980 National Time-Use Survey does not reflect this trend. It found that the requirements of an industrial society determined the time budget of three subgroups — the fully employed, students, and homemakers (Knulst & Schoonderwoerd, 1983, Table 6.2 and Graph 6.2). For example, the amount of time each subgroup devoted to its main occupation remained practically unchanged Monday through Friday. On Saturday and Sunday, the time spent in the main activity decreased dramatically for the employed and students reflecting the predominant norm of weekend rest. The homemaker's time budget shows a much smaller time decrease because of the inelasticity of domestic activities.

Men and Domestic Work

Attempts by men to carry out domestic work are isolated efforts so far. These attempts are being made mostly in Western Europe and North America, with varying degrees of intensity and frequency. It is a recent, interesting development for it is often linked with part-time employment, division of paid and domestic work between conjugal partners, and with child socialization.

Using data from qualitative Dutch investigations, it is possible to describe men's motivations for combining part-time paid work with domestic work, which domestic tasks men prefer and why, and their judgements about domestic chores. A small sample of young fathers working part-time gave three primary reasons for reducing their paid work to make time for domestic activities: to allow their partners to pursue paid work, the women's emancipation incentive; the fathers wanted to take care of and nurture their children, the paternity incentive; the men hoped to escape the 40-hour work week, thereby creating a new work ethos. Fathering constituted a powerful incentive for all informants who had also taken care of their children from birth. These men refused the 'eternal absentee' father image — a reproach, incidentally, they make to their fathers who were hard-working young men just after the Second World War.

Men's search for self-actualization by part-time employment combined with domestic work is met with obstacles: depreciation of the social status of a "houseman"; bystanders' shocked attitude in playgrounds and school premises when children call their father 'mam'; a feeling of not belonging in typically mother's gatherings like children's parties; and the fact that household technology is not adapted to men's anatomy and physiology. The difficulties 'housemen' encounter are mainly cultural and social. To some extent, they are reminiscent of the social ostracism experienced by full-time working women with young children in the late '50s and early '60s. The scarcity of 'housemen' makes it difficult for them to share with others their experiences, and places them in a psychological vacuum. The social utility of 'housemen' is not acknowledged, mainly because the social utility of domestic work is not recognized (Presvelou, 1984c, p. 125-126; de Vos, Presvelou, & Van Ophem, 1984, p. 38-48).

Of the total amount of one's time, only a negligible fraction of it is spent in paid work.

The degree of men's participation in domestic work, next to that of wives or partners, is a topic of scientific investigation and political debate. In The Netherlands, patterns from the 1980 Time-Use Survey for four household types where both partners combined paid and domestic work showed, interestingly but not unexpectedly: time spent in domestic work by each type of household was determined solely by the amount of time women devoted to it; and that this amount is inversely related, and thus logically connected, to the women's employment profile. Men's patterns of domestic work bore no relationship to their employment profile. In households with one male income-earner, women spent on the average 37.3 hours per week in domestic work (men spent 7.0 hours); when women were part of two-income households, their contribution to domestic work dropped to 16.2 hours per week (as against 7.5 hours by men). When women were the only income-earner, they spent 15.1 hours in domestic work, while unemployed male partners' participation in domestic work dropped to an all-time low of 5 hours per week (Knulst & Schoonderwoers, 1983, Table 3.8).

Does research provide information on the preferences of men who do domestic work? Information from Dutch investigations tend to converge with observations made elsewhere. In general, the 'masculine versus feminine' attribute is not attenuated in routine housework and chores. Men tend to carry out two kinds of tasks, namely those which are less time and energy intensive, and cause little physical strain and overload; and those tasks which have an incidental character (doing repairs around the house). Tasks requiring a lot of time and energy, as for example, doing shopping, ironing and cleaning the house are still women's exclusive domain. In the area of childcare and socialization new patterns emerge. Increasingly these tasks are shared by fathers and mothers (de Vos, 1985, p. 89-91); du Long & Tordoir, 1985, p. 21-25). The discovery by men of fatherhood and of shared parenthood as well as their active involvement in tasks directly related to children is an undeniable trend.

> *The discovery by men of shared parenthood is an undeniable trend.*

Diversification of Employment Profiles

The two sets of phenomena described so far coincide with attempts which aim either to reduce paid-work time schedules and spread flexible work schedules, or to experiment with new employment formulas. Both experiments can be combined with domestic work. Since the early '60s, part-time employment has gone through several developmental stages. From 1973 to 1981 part-time employment increased in all nine European Economic Community countries, but the rate of increase varied from country to country. Women were everywhere by far the largest group of part-time workers.

Some (Heurteaux, 1983) believe that part-time employment will lead to an explosion of 'multi-activity' designating two or more part-time work schedules executed by the same worker in two or more work sites. Whether the increase in part-time employment will stimulate multi-activity employment profiles or will result in an increase of free time for do-it-yourself activities, learning, or developing convivial contacts is an open question. Much depends on the individual's income level and on the structure of personal and household needs. In addition to these attempts, other experiments like job sharing, work-on-call, and tele-job are being tried out and their usefulness evaluated — especially from economic efficiency and business interest viewpoints.

Home economics sees these attempts at inventing new employment profiles as social experimentation aimed at bringing professional and domestic workers closer together. Given that all this occurs in a period of economic recession and of fast technological change this question deserves special attention.

Economic Recession and Information Technology

These trends have developed against a backdrop of a growing social awareness that affluence lies behind us and relative restrictions before us. Material resources are less plentiful than they used to be; income and paid work are also scarcer, constricting the financial ability to satisfy needs. As I wrote elsewhere:

> Almost overnight, basic needs of the people, the resources they have with respect to what they should have in order to satisfy these needs, the economic value of household production with relation to the total volume of economic transactions, the role of the home-maker, the resilience of the household toward dire living conditions — in a word, the subject matter and subfields of home economics — have acquired a deserved status in scientific investigations and action programmes within other disciplines as well. (Presvelou, 1984a, p. 8).

The economics of scarcity coincide with an unparalleled and as yet unexplored development of new technologies. Many of these have a bearing on households, and promise even greater future impact. The microprocessor, integrated circuitry, computers, and viewdata systems modify the organization of domestic work and create new types of paid jobs many of which may be carried out at home. New technologies, especially information technology, transform the organization of work in the office and factory, and in due course, the architecture of cities and the network of road and train communications. These technologies introduce households to a new range of information applications. Information becomes a key resource which is renewable, cumulative, self-expanding, and self-generating.

(continued on page 73)

Children and Economic Satisfaction

Joanne M. Fedyk

Abstract

This paper discusses the economic implications of the decision to have children, and examines the economic costs and benefits involved. Costs include monetary expenditures and opportunity (time) costs. Expenditures on children vary by the age and sex of the child, birth order, the number and spacing of children, family income level, family type, and mother's employment status. Of these, the number of children per family has the greatest effect on total child expenditures. Opportunity costs vary by the value of the parent's time and by age and number of children as well. Economic benefits are few, but children do contribute time and earnings, which decrease the total cost. Government transfer payments also reduce the cost of children. Economic satisfaction with the decision to have children is lower for families with more children, for low-income families, and for single-parent families.

Résumé

Le présent article discute des conséquences économiques de la décision d'avoir des enfants, et il examine les coûts et avantages économiques impartis. Les coûts comprennent notamment les dépenses monétaires et les coûts d'option (temps). Les dépenses consacrées aux enfants varient selon l'âge et le sexe de l'enfant, l'ordre de naissance, le nombre d'enfants et le temps écoulé entre la naissance de chacun, le niveau de revenu de la famille, le genre de famille et la situation de la mère en matière d'emploi. De ces facteurs, le nombre d'enfants par famille influence le plus les dépenses totales consacrées à un enfant. Le coût d'option varie en fonction de la valeur du temps des parents ainsi que du nombre d'enfants et de leur âge. Il y a peu d'avantages économiques, mais les enfants contribuent en temps et en argent, ce qui diminue le coût total tout comme le font les paiements de transfert gouvernementaux. La décision d'avoir des enfants apporte moins de satisfaction aux familles ayant plus d'enfants, à celles à faible revenu et aux familles mono-parentales.

Economic theory of the household is based on the premise that families seek to maximize their utility, or satisfaction. In all economic decisions, therefore, consumers are expected to choose the alternative which would give them the greatest satisfaction. The decision to have children (or to have additional children) can be considered within this framework. Assuming the household has full information concerning the costs and benefits associated with having children, the decision to have a child then represents the expectation that the "benefits" received will be greater than the costs incurred and that maximum satisfaction is obtained from choosing to allocate scarce inputs of time and money to raise a child.

Generally, costs and benefits of children can be classified into two areas, economic and psychic. Economic costs and benefits can be assigned a dollar value. Psychic costs and benefits involve such intangibles as anxiety, loss of freedom, pride, and satisfaction. Although psychic effects play a large role in the demand for children (see Hoffman & Hoffman, 1973 for a discussion on the psychic benefits of children), they are not directly observable. This paper deals with the economic aspect of children — the costs and benefits — and with the question of economic satisfaction as it relates to children.

Economic Costs

Economic costs of children have two components: monetary costs and opportunity costs. Monetary costs of children are those direct expenditures for children on such items as food, clothing, housing, health, education, and entertainment. In terms of the costs of children, opportunity costs most often are associated with maternal time costs. These two types of economic costs are considered separately.

Monetary costs. The total monetary cost of a child varies by method and data set used. The U.S. Department of Agriculture (USDA) publishes quarterly updates of the cost of children and has estimated "moderate" costs of raising an urban child from age 0 to 18 at $97,744 (USDA, 1986). Espenshade (1984, Table 3) calculated the cost of raising a child in a family with medium socio-economic status in the United States to be $106,200 (1981 dollars). Olson (1983, Table 4-1) projected the total monetary costs of a child from birth to age 22 to be $214,956 (1982 dollars). Douthitt (1985) used Saskatchewan prices to estimate the minimum cost of a child at $54,000. However, rather than being based on family expenditure surveys as were

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the U.S. studies mentioned, Douthitt's figures were determined by pricing amounts of various goods and services deemed by experts to be necessary to "adequately" raise a child. As might be expected, parents do more for their children than provide basic necessities.

The total amount spent on children is affected by many factors. Some of these are: the age and sex of the child, birth order, the number and spacing of children, family income level, family type, and employment status of mother. The effect of each of these is discussed in turn.

- *Age and sex of child.* Children, in general, become more expensive as they age, (USDA, 1986; Espenshade, 1984; Leslie & Steele, 1984; Olson, 1983; Ray, 1983). Family spending changes the most in the child's initial year of life (Fedyk, 1986) when infant-specific equipment such as car seats, strollers, and high chairs are purchased. Year one of a child's life also involves increased spending for clothing and housing (Fedyk, 1986; Olson, 1983). After the first year, annual costs decline until approximately age 5, and thereafter rise continuously (Espenshade, 1984; Olson, 1983). Studies using U.S. data calculate the period from birth to age 5 to be 23-29% of the total cost of a child, while age 6 to 11 comprises 27-36%, and age 12 to 17 makes up 38-50% of total cost (USDA, 1986; Espenshade, 1984; Olson, 1983). Parents of teenage children would no doubt concur with this finding that older children are more expensive than younger ones. Leslie and Steele (1984) found a similar result using Canadian data: school age (6-13) children cost 14% more than preschool children.

Studies which consider the costs of male and female children separately reveal mixed results. Olson (1983) estimated the total cost of female children to be about 9% higher than for males, with greater expenditures for females for transportation and "other" (entertainment, personal care, travel, and miscellaneous expenditures) offsetting the higher expenditures on food, housing, and medical care required by male children. In contrast, USDA estimates for farm children (Edwards, 1981) show males to be the more expensive sex. Higher transportation expenditures on teenage males are cited as the principal variation in the cost of male and female children, contradicting Olson's finding of greater transportation cost associated with raising females. Douthitt (1985) also calculated the overall cost of male children to be slightly higher than for female children, due to greater food requirements, even though females cost more in the areas of clothing and personal care.

- *Birth order.* The first child in a family is the most expensive. Subsequent children cost somewhat less due to "economies of scale" in raising children. Although no one disputes that the first child costs the most, estimates of the cost of additional children vary. In a Canadian study, Leslie and Steele (1984) estimated the second and third child to cost 9 and 47% less, respectively, than the first child. Epenshade's (1984) U.S. results revealed the same 9% difference between the first and second children, but showed the third child to be considerably more expensive, at only 13% less than the cost of the first child. Lazear and Michael (1980), using 1960-61 U.S. data, estimated the cost of the second and third children combined to be just slightly higher than that of the first child, implying greater economies in raising children than other studies observe.

Children become more expensive as they age.

- *Number of children.* The effect of number of children on total cost can be illustrated by examining the fraction of total income that is allocated towards child-specific expenses. Leslie and Steele (1984) estimated that couples with one child spend 17% of family income on the child whereas two-child families devote 29% of their incomes to child expenses, and children in three-child families consume 35% of family income. Espenshade's (1984) figures are much higher: one-child families spent 30% of their incomes on the child, which increased to 40-45% for two-child families, while three-child families allocated about 50% of family income to children. The variance between these two studies may be the result of the type of cost involved: Leslie and Steele estimated an annual cost based on cross-sectional data whereas Espenshade attempted to predict the total cost (age 0 to 18) of children. Olson (1983) also projected total costs and found that families with one [male] child would spend an average of 22% of total family income raising the child to age 22, while families with two and three children would spend 37 and 52% of their incomes respectively, on children. Lazear and Michael (1980), whose estimated costs of children are consistently lower than those obtained in similar studies, predicted a three-child family to allocate 37% of total family consumption to the children.

- *Spacing and timing.* Decisions concerning the spacing and timing of births do affect the total cost of children, but are not a major factor. As one might expect, the greater the interval between births, the higher the expenditures for children. However, increasing the interval between births from 1 to 4 years causes the cost per child to increase by only 4% percent (Espenshade, 1984).

To the author's knowledge, the only study to examine the effects of timing on the cost of children was that of Espenshade (1984), who found that amount spent on children varied directly with mother's age at first birth. Delaying childbirth from the time a woman is age 22 until she is 27 years of age increased the amount spent on the child by 3%; a further 5-year wait (until the mother is 32 years old) increased spending by another half a percentage point. Espenshade attributes this increased spending to growth in family income; delaying childbirth means that the child enters the family at a point where income is higher because parents' earnings have grown due to greater labor force experience. There is thus more income to be divided and the child gets a larger share. Knowledge of how expenditures change with timing decisions is important given that age at first birth has been rising steadily, from 22.8 in 1971, to 24.5 in 1981, to 25.4 in 1984 (Statistics Canada, personal communication, December 15, 1986).

- *Family income level.* High-income families spend more per child than low-income families, but the amount spent is proportionately less than for those with lower incomes (Espenshade, 1984; Leslie & Steele, 1984; Olson, 1983). Espenshade

Children have changed from being an economic asset to being an economic liability.

calculated costs of children by family socio-economic status, and found that high-status families average $98,300 per child, medium-status families spend $82,450, and low-status families spend $75,000 per child. However, these figures correspond to 23, 30, and 35% of income respectively. (Figures are for a two-child family with the mother working part-time, for the period until the second child is 18 (Table 20).) Olson's results are similar, although the actual dollar figures are higher: high-income families average $191,450 per child, average-income families spend $149,740, and low-income families spend $103,730 per child. Again the higher figures are a lower proportion of income: 29, 32, and 42% of high, average, and low incomes respectively. (Figures are for a two-child family with the baseline economic scenario and include calculations for the period until the oldest child reaches age 22 and are taken from Table B-10 (high income), 5-3 (average income), and B-4 (low income).

- *Family type.* Much of the work on costs of children has been carried out on double-headed families. Olson (1983) considered single-headed families and found that the overall amount spent raising a child was 19% lower for a child in a single-headed family than for one in a double-headed family. However, even though the dollar amount is lower for children in single-headed households, the cost of the child represents a much higher proportion of total family income. Single-headed families spend 37% of income on one child, whereas in double-headed families, 23% of family income is allocated to one child.

- *Employment status of mother.* Mothers working in the labor force contribute to family income and thus the employment status of the mother could be expected to affect the amount spent on children in the same way that income level does. Indeed, Espenshade (1984) found this relationship: the more time the mother spent in the labor force the greater the amount spent on children. On average, families in which the mother worked part-time for the whole year spent 8% more on children than if the mother was not employed. Similarly, families with mothers who were full-time labor market participants spent a further 14% on children. Although Espenshade attributes these differences to the mother's contribution to income, another explanation is possible. Employed mothers have the least free (leisure) time of all adults (Michelson, 1985, Table 4.3). Mothers who are not employed produce goods and services that their children consume whereas mothers who are employed substitute comparable purchased goods because of time constraints. An example would be the substitution of a meal in a restaurant for one prepared at home.

Opportunity costs. The largest opportunity costs in raising children are incurred if one parent leaves the labor market to care for the children; if this occurs, the opportunity cost is the value of the foregone wages. These indirect costs make up about two thirds of the total cost of children (Espenshade, 1977). High opportunity costs have been cited to explain why women with higher wages tend to have less children (Becker, 1981).

Turchi (1975, Table 3-4) examined the actual amount of time spent on children and found that the presence of a preschool child increases the amount of housework (including child care) by over 700 hours per year. Additional children increase the time spent but not proportionately: the presence of a second preschool child adds an extra 344 hours per year.

Economic Benefits

Historically, children were a source of economic benefit to parents; they contributed labor as they grew up and also provided support for parents' retirement. However, child-labor laws and mandatory education have reduced the labor contribution a child can make to a family. Universal government pension programs have somewhat alleviated the necessity for children to support parents in retirement. Children have changed from being an economic asset to being an economic liability.

This is not to say that there are no economic benefits of children. Teenage children are not precluded from working and many of them do: their contribution reduces the "net" cost of children. Olson (1983) projected child earnings in 1982 dollars for one child from age 14 to 22 at $23,074, a figure which reduced the cost of the child from 23% of family income to 21%. Children also contribute their time to household production, a factor which has not yet been included in the research on costs of children. Using Toronto data, Michelson (1985) found that actual time contribution of children to housework (contrary to what many children may think) was low: children aged 4 to 6 averaged 6 minutes per day in household activities, those aged 7 to 9 spent 10 minutes a day, and children aged 10 to 14 allocated 20 minutes per day to household production (p. 70-71).

Children also provide an economic benefit to parents through government transfers. Family allowance payments, child tax exemptions, the child tax credit, and the child care deduction all can be thought of as economic benefits of children and their value should be considered in calculating "net" expenditures on children. For example, the family allowance payments in 1985 were $31.27 per child. (This is for all provinces except Alberta and Quebec, where payments may vary by age of child and number of children, but payment per child still must average to $31.27.) Total payments at this level for two children (up to age 18) reduce the net cost of children by $13,509.

Economic Satisfaction

The decision to have children in *economic* terms is a costly one. Parents can expect to spend a minimum of one fifth of family income, and usually much more, on their children.

The high proportions of income allocated to children in families with many children, low-income families, and single-headed families, suggests that these groups may experience lower economic satisfaction due to the presence of children. National Council of Welfare (1985) poverty estimates correspond with this proposition: the likelihood of a family living below the poverty line rises dramatically with increasing number of children (Table 11) and the chance of a single-headed family being poor is much greater than for double-headed families (Table 6).

To say that parents decrease their economic satisfaction with the decision to have children does not mean that parents are necessarily unhappy with their decision; psychic costs and benefits have not been included in the analysis. Economic theory states that as long as one has full information on the future costs and benefits (psychic and economic) involved, the decision to spend on children must be the allocation of resources that yields the greatest satisfaction. ☐

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Economics of Scarcity

(continued from page 69)

Economic recession, the energy crisis, and ecological considerations do not (and will not), however, lead to a standstill of the consumption area. Rather these factors will prompt an increase in demand for different kinds of goods, services and information, like travel, sports, music, physical fitness and health services, and such intangibles as adult education and training in new skills.

Economics of Scarcity and Human Resources

The economics of scarcity combined with expansion of information and communications technology raise two all-pervasive issues for home economists: people are a resource and making a better use of them is growing more important; and the issue of keeping a balance between the immediate and far environments gets increasing attention.

The concept of resources is central to both these issues. The growing awareness that material resources like income, and assets in ownership are finite and insufficient in a growing number of households — is pushing policymakers, governments, and researchers to look more closely at people as a resources. The heart of the matter is to invest in human resources through better education and training. Next to investing in human resources, it is of great importance to believe in people and encourage them to use their talents in a personally and socially gratifying way. Human resources have been plentiful in the past and of comparable creativity, but have somewhat atrophied and tarnished through complacency and infatuation with material goods and values that typified the "golden sixties". With the economics of affluence behind us, the coming challenge for home economists will be to elicit new behavioral patterns from people that fit better with the economics of scarcity and guarantee need satisfaction and personal fulfillment with smaller amounts of material resources. Aristotle expressed this with great insight when he wrote: "It is clear then that in household management the people are of greater importance than the material property, and their quality of more account than that of the goods that make up their wealth" (*Politics*, Book I. ch. XIII).

The lessons to be drawn from the recent past is that "more is not better" (Presvelou, 1980). Yet it is vital for the viability of our society that the essential benefits remain. The economics of scarcity is not the fatality of some, but should be borne by all. ☐

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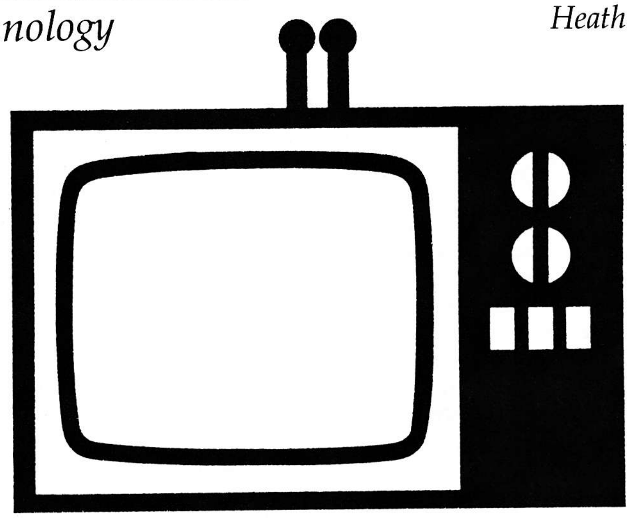
Influencing Nutritional Practices

through television and related technology

Heather El Gamal



Abstract

Television is a powerful means of reaching broad audiences and hard-to-reach target groups. Television presentations have been used successfully by nutrition professionals for promoting interest and awareness of some important aspects of nutrition. Food-related TV commercials have, however, contributed to nutrition misconceptions among the general public. Advanced technology in the area of telecommunication offers opportunity and challenge to nutrition educators. New advances include the use of interactive television for accessing individualized nutrition information. Strategies based on social marketing, communications, and social learning theory increase the effectiveness of television presentations. Community involvement in the development and use of TV programming and emphasis on nutrition issues of current public interest are recommended.

Résumé

La télévision constitue un outil efficace pour atteindre de vastes auditoires et les groupes difficiles à rejoindre. Les messages télévisés ont permis aux professionnels de la diététique d'intéresser et de sensibiliser la population à certains aspects importants de l'alimentation. Les messages publicitaires télévisés sont cependant à l'origine de conceptions erronées reliées à la nutrition, au sein du grand public. La technologie de pointe dans le domaine des télécommunications offre des possibilités aux éducateurs tout en leur posant un défi. Les derniers perfectionnements comprennent notamment l'utilisation de la télévision conversationnelle pour obtenir des renseignements individualisés en matière d'alimentation. Les messages télévisés deviennent plus efficaces grâce à des stratégies fondées sur le marketing social, les communications et la théorie de l'instruction sociale. On recommande aux collectivités de participer à la mise au point et à l'utilisation des émissions télévisées, et d'insister sur les questions d'intérêt public liées à l'alimentation.

Television's main impact on food habits of North Americans has been through commercial advertising of non-nutritious food products (Gussow, 1972) and portrayals of poor eating habits on prime-time TV (Kaufman, 1980). While public interest in health and nutrition has been increasing, the difficulty of finding clear, comprehensive guidelines for eating an adequate diet also has increased (Turner, 1984). Thousands of new food items are introduced each year, creating confusion in the marketplace (Manoff, 1985). Television ads developed by food manufacturers provide little or no useful nutrition information (Resnick & Stern, 1977).

Nutritionists and other professionals who aim to influence nutritional practices for reasons other than commercial gain could make better use of television. With the expansion of telecommunication technology including videotex and integrated voice, data, and image systems (Johns, 1984; Hsia, 1983), a greater number of powerful tools are available to those with nutrition-related goals. New strategies such as social marketing for promoting health using the media have broadened the opportunities for the use of television and other media in nutrition programs (Manoff, 1985).

The Power of Television

Television is an effective tool for reaching a vast audience in the shortest possible time. Television sets are found in 97% of Canadian homes, excluding the Northwest Territories, Yukon, and the reserves (Statistics Canada, 1985).

The power of television advertising to promote positive images and to induce close personal identification with products is well recognized (Emery, 1982). Children, in particular, are easily "sold" on advertised food products because they believe all of the messages portrayed on television (Jeffrey, McLellan, & Fox, 1980; Robertson & Rossiter, 1977). Children then eventually persuade adult shoppers to purchase the advertised products. Unfortunately, the nutrition messages children receive through television are often misleading (Streeter, Ellis, & Engelbrecht, 1982) and the products they are encouraged to consume are primarily lacking in nutritional value (Clancy-Hepburn, Hickey, & Nevill, 1974; Jeffrey et al., 1980; Longstreet & Orme, 1967).

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Children are an ideal target for televised nutrition programs since they are at a stage when eating habits are being established. In the classroom, there is no guarantee that nutrition will gain adequate coverage; nutrition is often an optional component in an already overloaded school curriculum. Television, because it consumes more time during childhood and adolescence then does the classroom (Johnson, 1970; Luke, 1982), has the potential to contribute substantially to nutrition education.

Television is the "glamour medium" (Emery, 1982), sending penetrating messages to children and adults. Incredible expenditures on advertising by food manufacturers make it possible to use elaborate production techniques such as zooms, fade-outs, and flashes. These techniques greatly enhance the appeal of commercials and the products being advertised. TV advertisements average 20 to 30 technical events per minute compared to only 2 to 3 on public television and 8 to 10 on commercial programs (Mander, 1978). Large food corporations can afford the expenditures required for sophisticated productions. Smaller food companies, many of which sell nutritious food products such as fresh fish, poultry, fruit, vegetables, and bread may have great difficulty in matching these expenditures. A low margin between cost price and selling price of these products exacerbates the problem (Manoff, 1985). One possible solution is for the smaller companies to co-ordinate their efforts to produce television commercials which would increase product sales without particular emphasis on any brand names. Such ventures have been characteristic of government-sponsored food marketing boards.

Another powerful aspect of television is its ability to reach individuals who are most in need and who may have limited access to other information sources. Low-income groups watch a greater amount of television than is the norm for the general population (Williams, Dordick, & Horstmann, 1977). The prevention of major nutrition-related health problems such as obesity, diabetes, heart disease, and cancer, could be enhanced by including nutrition components in mass media campaigns aimed at low-income groups. Unfortunately, evidence indicates that groups of lower socio-economic status are most likely to watch channels offering entertainment rather than health information (Williams et al., 1977; Wright, 1975).

Public Service Announcements

Over the past decade, nutritionists have worked jointly with television production staff to develop public service announcements (PSAs) or "spots", to promote desirable nutritional practices (Brent, 1974; Fitzgibbons, Garcia, & Connolly, 1979; Montandon, 1974). PSAs may be 60 seconds, or, more commonly, 30 seconds in length. Television networks are required to allot a specified percentage of broadcasting time for PSAs free of charge. Production costs may be cut by using university production facilities (Fitzgibbons et al., 1979) or by asking food industries to sponsor the announcements.

Television spots are useful for gaining the attention of the audience regarding some key aspects of nutrition (Axelson & Delcampo, 1978) and may motivate people to seek more information (Maskow, 1975). The success of these presentations in reaching targets such as the elderly or low-income groups has been demonstrated by requests for free information in response to offers made at the end of each announcement (Brent, 1974).

Television is sending penetrating messages to children and adults.

The audience reach of PSAs is somewhat restricted, due to the time of day they are typically aired. A study in the United States (Smith, Trivan, Zuehlke, Lowinger, & Nghiem, 1972) revealed that two-thirds of PSAs reached only the small population of day-time viewers. Only 7% of air time was used for PSAs presenting health-related information.

Television, Nutrition Knowledge and Behavior Change

Public service announcements provide more information regarding nutrition, price, and value or quality of food products than commercial ads. A large U.S. survey revealed that over one-half of all food advertisements provided no information of this nature, and only 1% provided three or more pieces of information (Resnick & Stern, 1977). In combination with other approaches in media campaigns, television spots have contributed to increased nutrition knowledge (Axelson & Delcampo, 1978). Nutrition knowledge gains do not, however, guarantee major changes in nutritional practices (Jeffrey et al., 1980).

There have been a few reports of positive results in response to 15- to 30-minute television programs covering nutrition topics (Shannon, 1979; Shapiro, Bale, Scardion, & Cervat, 1974). These included favorable comments, requests for more information, and nutrition knowledge gains.

It is, however, questionable whether television is a suitable medium for actual learning and internalizing beliefs that facilitate positive nutritional choices. Television production is geared to presenting concrete people and situations towards which the viewer responds on emotional grounds. The contribution of television to learning may be greater in a classroom setting where a teacher responds to questions, discusses, and reviews the material, than in individuals' homes where there is little motivation and support for learning while watching television (Chu & Schramm, 1968). One-shot exposure to an excess of information on television may leave the viewer with only a faint impression of the content (Manoff, 1973). Television techniques become more effective in influencing nutrition behavior when they are integrated within comprehensive promotional programs.

Television Within Social Marketing

Social marketing is a strategy for persuading adoption of an idea, practice, product, or all three (Manoff, 1985). The social marketing process is based on principles from marketing theory, social psychology, sociology, anthropology, communications, and research methods, in combination with mass media techniques. A systematic approach to planning allows strategies to be developed based on information about economic, political, technological, cultural, and competitive factors, and from specific information regarding target audiences. Messages are created and sent through appropriate channels such as television, results are

Television techniques become more effective in influencing nutrition behavior when they are integrated within comprehensive promotional programs.

monitored, and improvements are made based on the results.

A major emphasis in this process is on creating a product that will meet the major needs and wants of individuals, as revealed by a careful target audience analysis. This is facilitated by the use of anthropological methods such as the focus group interview — an informal small-group technique used by qualitative researchers to gain insight into attitudes (Manoff, 1985). As the "consumer's" mind is probed in this way, it may be revealed that "good nutrition" and "health" are not promising "sellers" among a particular target group. The rewards of sensible eating may be perceived by potential "buyers" as too long term to be worth their efforts to attain them (Maskow, 1975). Furthermore, young or poorly-educated groups may not comprehend the linkage between dietary components and health. An appeal to one's deeply-held values must, therefore, be built into the message and resistance points or barriers to behavior change must be overcome. The product is only the first of four P's in the marketing mix. The remaining three are promotion, place, and price (McCarthy, 1983).

Ethical concerns. The social marketing approach has been questioned on an ethical basis in view of its emphasis on persuasion techniques and the underlying assumption that nutrition and health professionals engaged in program planning should decide which behaviors are most appropriate. The objectives of social marketing may be resented and resisted (Emery, 1982). The rewards of promoting positive health and nutrition therefore, should be carefully weighed against the possible dysfunctional consequences of using questionable persuasive techniques.

Benefits. When considering the benefits of social marketing, one must examine the degree of actual behavior change. Positive results of community-wide heart disease prevention programs using the social marketing approach are encouraging. In a study involving three communities in the United States, more significant changes in the target nutrition and health behaviors were noted in a community exposed to a complete social marketing program than were observed in another community exposed to mass media only (Maccoby & Farquhar, 1975).

A unique application of television was used in Finland as part of a diet and lifestyle project aimed at prevention of heart disease. Tune-in groups from the audience followed along with workbooks and joined in as they watched volunteers engaging in a behavior change program. At 6-months follow-up 40 thousand Finns had lost an average of 10 pounds, 5 thousand had stopped smoking, 3.4% of all men and 5.2% of all women in the country had decreased fat intake and increased vegetable consumption, and similar proportions had decreased salt intake (Puska, 1981). The overall results of these programs are questionable, however, in terms of long-term maintenance of behavior change (Emery, 1982).

Maximizing Use of Television

With the above conditions in mind, a summative list of suggestions for maximizing the potential of television in nutrition programs includes:

- *Carefully assess the nutritional needs of the population,* as well as the relevant beliefs, attitudes, and intentions of the target group with regard to selected nutrition practices (Adjen & Fishbein, 1973). Resistance points may be identified using such techniques as focus group interviews, and messages may be specifically designed to overcome them (Manoff, 1985).
- *Choose a strategy.* You may decide to combine social marketing techniques (Manoff, 1985) with more traditional communications approaches (McGuire, 1981; Roberts & Maccoby, 1973).
- *Choose an appropriate television production agency.* A well-recognized and commercially successful agency will have a wider audience and more experience in sophisticated TV production techniques.
- *Choose stations that appeal to specific target groups* and arrange for broadcasting at a time when the target is most likely to be watching.
- *Design a TV spot or program to appeal* to the values, lifestyle, cultural background, and level of education of the target group.
- *Make use of successful techniques* found in commercial advertising. These include logos, jingles, and music. PSAs should be short, snappy, and attractive.
- *Develop a theme* or "Unique Selling Proposition" that can be replicated with other media such as radio and print. This will contribute to familiarity and positive acceptance (Emery, 1982). The message should contain some meaningful, rational content but should be kept simple, clear, and complete.
- *Pick up on popular trends* such as the recent emphasis on "light" products. Try to create new attitudes towards nutrition that relate to already existing or emerging social value patterns (Cullwick, 1975).
- *Take advantage of the interest* of the media and food manufacturers in nutrition issues which reflect the public interest. You may offer local TV news stations your co-operation in responding to these nutrition issues. In

return, you may gain the co-operation of these groups in broadcasting special nutrition programs. Be sure to approach the networks well in advance, with script ideas prepared.

- *Build consensus* and minimize message dissonance regarding controversial nutrition issues by collaborating with health and nutrition professionals, governments, schools, media, and industry. This is necessary at the national planning level, management level, and at the local level, where community input is also desirable (Manoff, 1985).

As the technological capabilities grow, the prospects for television as a tool for public nutrition education begin to look even better.

New Advances

The latest advances in telecommunications technology offer tremendous opportunities for increasing the effectiveness of nutrition education. One such breakthrough is videotex, which has the capacity to convert television viewing into an active experience. Videotex is a generic term for "computer-based communications designed to utilize the versatile cathode ray tube receiver of the domestic television set" (Hurley & Hlynka, 1982, p. 6).

Teletext. One simple type of videotex system is *teletext*, a one-way communication system. The teletext user selects information to be viewed on the screen of a modified television set. The source of information is a centralized computer coupled with a broadcast television system or communication network (cable TV or telephone lines). Pre-selected information, stored in a central computer, is broadcast in a continuous repetitive cycle and is accessed by the user with a hand-held calculator-type keypad or a typewriter-like key-board. An index is consulted to identify the specific locations of topics of interest. The user does not communicate directly with the computer using this system (Hurley & Hlynka, 1982).

Viewdata. The viewdata system allows the user to link up with computers, establishing a fully interactive videotex system. The connection between computer and user is made via coaxial cable, telephone lines, or fibre optics. Information to be viewed, using viewdata is selected by consulting directory pages called menus or indexes. Appropriate commands will allow the user to select the desired information, the pace, and the sequence of the display. By hooking up to a modem and small microprocessor, the viewdata system can facilitate handling of information in various ways such as sorting, classifying, and summarizing (Hurley, Laucht, & Hlynka, 1985).

Advantages/Disadvantages of Videotex Systems. Videotex is an efficient means of providing up-to-date information which is more detailed, comprehensive, and diversified than information regularly aired on TV. The capacity to choose what to watch and when to watch it, in effect, permits individualization of the mass media (Neuman, 1984).

Telecommunications technology can increase the effectiveness of nutrition education.

Teletext and viewdata each have unique advantages and disadvantages. Teletext is the more cost effective — the only cost to the user may be a videotex decoder. The advantage of viewdata, in addition to the two-way interaction facility, is the ability to store and retrieve huge amounts of information. One disadvantage of viewdata systems is that the number of users that can be accommodated on a system at any one time is limited by the size and power of the source computer (TV Ontario, 1984b).

Videotex in Canada. Projects such as "Telehealth" represent ways in which telecommunications may be used for medical treatment and health education (TV Ontario, 1984a). Telidon, the communication code used with most videotex systems in Canada to design pictures and text is incorporated in Telehealth (Bourque & Perrault, 1984). A databank of health information can be accessed via public terminals set up in waiting rooms of health clinics, pharmacies, and shopping malls.

The federal government provided 15 million dollars for the Canadian Broadcasting Corporation's "Project Iris". Project Iris is a teletext system carrying a vast array of information to Canadian homes in several major cities. The system could be expanded to include more nutrition information.

"Grassroots" is a major viewdata service originated by a Canadian software company. The 24-item menu for this system includes several nutrition-related items. (Hurley et al., 1985).

Another ingenious system established in Canada links home computers with interactive television, telephones, and data bases (Hurley & Hlynka, 1982). This form of home integrated communications system allows such services as bill paying, meter reading and teleshopping to be conducted from individuals' homes. Teleshopping could be expanded to include a nutrient analysis service which would allow consumers to compare both cost and nutritional value of alternative food choices.

Cable TV programming. With existing capabilities for large numbers of cable channels to be received at any one location, all-health or all-nutrition cable channels are quite conceivable and some are already in existence (Williams et al., 1977). Many existing cable channels geared to public service programming have developed regular series focussing on health and nutrition related topics. The community participates in the design and production of these programs, and various health and social service agencies make use of videotaped recordings of the finished shows.

Satellite technology. The expansion of satellite technology has greatly increased the ability to link points separated by vast distances and mountainous terrain (Butler, 1983; Johns, 1984; TV Ontario, 1984b). Implications of these expanded capabilities include greater reach for mass communications and greater emphasis on specifically targeted TV programming (Johns, 1984).

Conclusion

With the advent of high-quality digital TV, expanded cable TV, pay TV, and the booming home video business, television viewing likely will remain a favorite pastime in Canadian homes. Nutrition advocates should make their big appearance now. ☐

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Le tissage d'autrefois au Québec

Une forme d'art

Agathe Gagné-Collard

Il n'entre pas dans nos intentions de présenter une recherche empirique de l'histoire du tissage québécois, mais bien plutôt de faire découvrir la valeur, la qualité et l'exclusivité des pièces réalisées par les tisserands de chez nous.

Il s'agit de rendre hommage à nos aieüles, à ces femmes qui, grâce au tissage, non seulement ont fait reculer la misère, mais qui, à travers un mode de vie rustique, ont réussi une expression de l'esprit humain et l'ont même porté jusqu'à la sublimation.

Résumé

On trouvera dans cet article une réflexion sociologique sur le tissage d'autrefois au Québec qui exprime la reconnaissance d'un art populaire à travers l'objet utilitaire. Il traduit la volonté qu'avaient nos aieüles de personnaliser leur routine quotidienne à travers une partie de la petite histoire de la fabrication domestique des articles de textiles en Nouvelle-France. Cette lecture devrait susciter chez le (la) lecteur (trice) une pensée plus écologique face à l'utilisation des textiles.

Abstract

This article contains a sociological reflection on weaving as popular art through use of utilitarian objects in bygone days in Quebec. It transmits the will found among our ancestors to personalize their daily routine by examining part of the record of domestic weaving in New France. It is hoped this article will stimulate thinking in a more ecological vein about the use of textiles.

Bref historique

D'abord pratiqué par les hommes, c'est vers le milieu du 18ièm siècle que le tissage est devenu une occupation domestique féminine. La récession économique du début du siècle dernier devait en favoriser le développement.

Avec la diminution de leur pouvoir d'achat, les communautés rurales furent contraintes à se replier et à tenter de s'auto-suffire. Les femmes du Québec rural se sont donc mises à la transformation des fibres pour la fabrication d'objets utilitaires. Ces objets étaient destinés le plus souvent au trousseau des filles à marier et, éventuellement, constituaient un revenu d'appoint pour les tisserandes. Ce fut le début d'une longue tradition de tissage en Nouvelle-France. Ce métier d'art a continué à y être des plus florissants alors qu'on l'avait abandonné dans d'autres parties du pays.

Par la suite, les techniques de tissage se transmettent de génération en génération, souvent par la "vieille fille" de la maison jusqu'à la période de l'industrialisation massive et de la mécanisation. Aujourd'hui, l'importance historique de cet art populaire peut se constater dans certains musées, et c'est surtout grâce au travail de madame Dorothy Burnham, en collaboration avec le Royal Ontario Museum de Toronto, que nous devons aujourd'hui cette reconnaissance de "l'art des étoffes".

Pour ma part, mon respect et mon admiration pour cet art séculaire remontent sans aucun doute à mon enfance. Il n'est, pour moi, que de revoir ma grand-mère, troquer son tablier de coutil rayé pour son tablier blanc, avant de s'asseoir à son métier à tisser. Plus tard, lorsque j'avancai en âge, mon admiration s'est davantage confirmée, lorsque je voyais sa main sculptée par 90 ans de vaillance, caresser la pièce tissée avant de "donner un quartier" (avancer les fils de chaîne), cette pièce faite de retailles de tissus taillés en ruban et qu'on appelle "la catalogne".

Le tissage en decoration

Les catalognes qu'on étendait notamment sur les planchers trop froids ou sur les lits de la maisonnée, constituaient une production régulière dans chaque atelier familial. Comme l'argent était rare, l'imagination se faisait plus ardente. On ne se contentait pas alors de tasser la trame, on reconstruisait économiquement mais aussi esthétiquement.

La description de ces pièces que fait Mgr Félix-Antoine Savard dans son livre *Menaud maître-draveur*, témoigne bien de cette recherche d'inspiration de nos ancêtres. "Ces catalognes barrées où par des bandes où on avait étalé la couleur des paysages et des saisons, du bleu de montagne, du jaune de blé mûr et entre deux, de larges quartiers tout blancs comme les champs de neige de son pays" (Savard, 1937, p. 21).

D'autres techniques ont été par ailleurs utilisées. Dans le comté de Charlevoix, situé sur la rive nord du fleuve St-Laurent à environ 120 km de Québec, là où je suis née, on produisait des catalognes "à la planche". Cette technique a pour caractéristique d'augmenter les possibilités de création sur le métier simple à 2 lames.

Il s'agit de placer une ou deux planchettes derrière le métier qu'on passe alternativement au-dessus et en-dessous des fils de chaîne; ces planchettes tournées à la verticale permettent des ouvertures différentes et produisent une armure à effets de flottés de trame. Il en résulte des bordures décoratives, des carrés en

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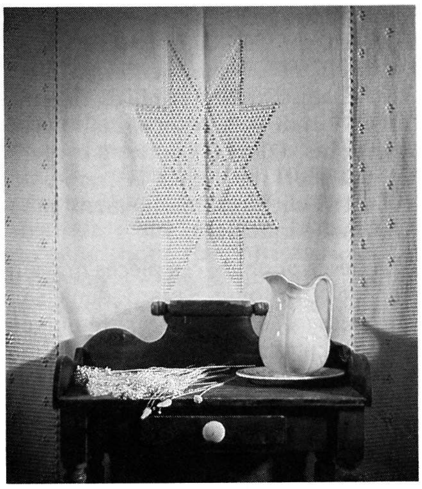
Agathe Gagné-Collard détient un baccalauréat en pédagogie (sujet majeur: économie familiale) de l'Université Laval et poursuit actuellement un baccalauréat en consommation à la même université; elle travaille comme formateur de tisserands professionnels, consultante pour diverses commissions scolaires et organismes gouvernementaux, et chargée de cours à l'Université Laval.

damiers, des losanges, des zigzags en succession; on peut aussi utiliser des duites de laines de couleur teintes à partir des végétaux, en alternance avec des duites de catalogne et de fils de coton.

On peut en admirer quelques spécimens fabriqués entre les années 1875 et 1900 dans la collection de Monsieur Marius Barbeau au Musée National de l'Homme à Ottawa.

Egalement, dans Charlevoix, on a tissé des couvre-lits richement ornés de motifs géométriques, astrologiques, phytomorphiques et anthromorphiques et plus rarement zoomorphiques. Nos aieules ne manquaient pas d'imagination.

Ces motifs extrêmement variés se retrouvent en relief sur la pièce exécutée dans une technique de brochage ou bouclé de trame appelé "boutonné".



Confectionnés sur une chaîne souvent faite de lin filés à la main, sur un fond de catalogne blanche, ces couvre-lits sont à la fois analogues et différents de ceux qui ont été produits sur la rive sud du St-Laurent. La grande différence réside dans l'emploi de chaîne colorée pour créer des dessins au point bouclé.

En raison de la difficulté de s'approvisionner en fils textiles (on vivait à l'époque en presque complète autarcie), on utilise des fibres produites localement, toujours en y associant sa chaleur intérieure, sa sensibilité, son sens inné de la beauté et du travail bien fait. Instinctivement, les tisserandes de chez-nous allient dans leurs oeuvres, l'équilibre, la symétrie, la stylisation.

Le symbolisme rattaché à la cosmographie est largement exploité. La Grande Comète qui traversa le ciel de Charlevoix en 1882 a fortement marqué les "artistes" de ce temps. L'étoile à 8 branches est presque devenue l'emblême du tissage charlevoisien et lui confère son authenticité sur toutes les pièces décoratives. Ce motif a été exploité, que ce soit pour le lit, la table ou la fenêtre. Aujourd'hui encore, certains ateliers se spécialisent dans la confection de pièces exclusives en "boutonné" et utilisent ce motif décoratif.

"L'etoffe du pays"

On ne peut parler de tissage sans souligner l'apport des "tisseuses" dans l'art vestimentaire. N'oublions pas que l'argent était rare et que les fronts se ridaient facilement à la pensée de devoir remplacer les vieux vêtements. Il était alors quasi impossible de se procurer une étoffe sans débourser. Alors, le tissage artisanal, là également, devient une merveilleuse solution au manque de moyens financiers. Et c'est ainsi que naît l'étoffe du pays, ce drap de laine, soumis au foulage qui a donné lieu à de multiples corvées durant les soirées d'automne et d'hiver. Les fouleuses munies de foulons, travaillaient en chantant diverses chansons, pour rompre la monotonie et assurer le rythme des mouvements. Il fallait fouler l'étoffe de 10 cm à 90 cm environ. La besogne terminée, on étendait l'étoffe humide sur des clôtures pour la faire sécher. Puis le tissu était soigneusement repassé au fer chaud. Cette corvée se terminait par un plantureux réveillon; on savait alors joindre l'utile à l'agréable.

"L'étoffe du pays était comme un drapeau national pour tous les patriotes aux alentours de 1837-1838; on traitait comme "chouayens" ou "bureaucrates" ceux qui ne s'habillaient pas en ce tissu. On n'était pas loin de les considérer comme des traîtres à la cause des Canadiens" (Massicotte, 1921, p. 340). Ces habits de laine souvent entièrement cousus à la main pourraient aujourd'hui rivaliser avec ceux des couturiers par leur coupe et leur confection soignée.

Comme on peut le constater, la pauvreté et l'éloignement n'ont pas réussi à supprimer le besoin de s'exprimer de nos ancêtres. C'était parfois pour eux l'unique façon d'extérioriser leur pensée, concrétiser leurs aspirations et léguer un héritage culturel.

Aujourd'hui, dans nos sociétés de consommation et de technologie, l'art artisanal s'est enrichi de techniques nouvelles et s'est mis au goût contemporain, au point de vue production, mais hélas est plutôt réservé aux boutiques de cadeaux et considéré comme "article de luxe". Espérons cependant qu'il puisse constituer une contestation du produit industriel de consommation car le besoin collectif d'inventer est toujours présent puiqu'il exprime une volonté populaire de manifester sa personnalité.

Souhaitons que les générations présentes et à venir s'attardent à répertorier et à inventorier les trésors du passé, en se souvenant que l'art, bien que fonction n'en constitue pas moins un art. Si dans le passé les problèmes économiques ont suscité la création et l'invention, la montée de la préoccupation écologique devrait nous motiver à utiliser des ressources empreintes de l'émotion d'antan.

Si nous voulons retrouver une dimension de chaleur tant soit peu humaine, il faut que la volonté sociale se tourne vers une éducation à la sensibilité comme approche pédagogique. Recréer un langage communicable emprunté à la nature, faire appel à la pensée spirituelle et à la force intérieure, voilà les balises utilisées par nos prédécesseurs. A nous tous de nous y référer, de valoriser et de privilégier l'objet qui transmet la dignité, l'intelligence, l'émotion et l'authenticité. ☐

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a somewhat different organization of the concepts within the family member involvement portion of the core, and has an added section in the core to account for product-related variables.

The Current Model

Succinctly, the domain and scope of this family model of the consumer decision process is a theoretical effort concerned with explaining the phenomenon of a family as a consuming unit as it goes through the various stages of a decision for a consumer good or service. The authors recognized that there are different types of families or multiperson buying units and although the propositions included to date emphasize the husband/wife dyad (or the parent/child dyad), the model is not limited to these family forms. Since the majority of the propositions found in the literature surveyed pertained to the husband/wife dyad, this seemed to be the most logical and appropriate point from which to launch this theoretical endeavor. The authors have confidence that in the future propositions pertaining to other family types will be added to extend the domain of the model.

Figure 1 depicts, in simplest form, the current version of the conceptual framework. The framework comprises three major components: the external environment, the internal environment (family system), and the inner core, which in turn comprises the decision process, family member involvement at each stage of the process, and product-related variables. The model is schematically presented in a nested-cup fashion so as to conceptualize the ecosystems approach to studying the family (Bronfenbrenner, 1979; Deacon & Firebaugh, 1981; Hill, 1984; Kieren, Vaines, & Badir, 1984).

External environment. Within this conceptual framework, the external environment is comprised of several sets of variables which may directly affect the variables in the core of the model. In addition, the external environment is viewed as acting indirectly, through the internal environment, on the core component of the model. For example, the economic system (external) may affect employment status (internal) which in turn influences family member involvement during the decision process (core).

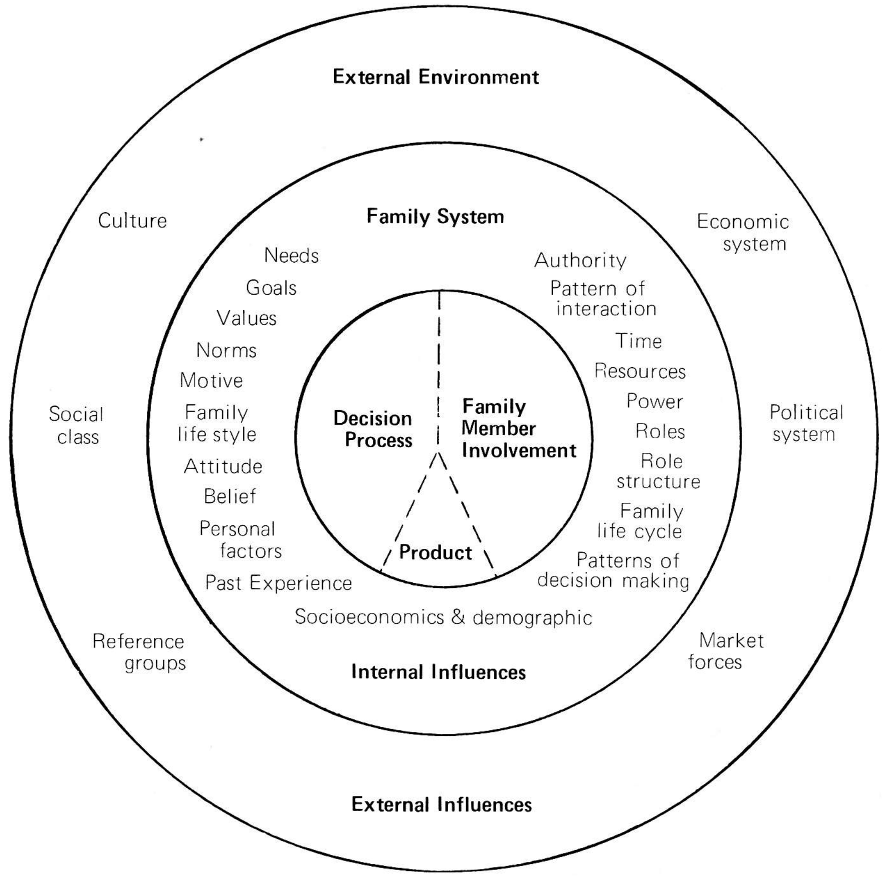
External Environment
Culture
Economic system
Social class
Political system
Reference groups
Market forces
External Influences
Family System
Needs
Goals
Values
Norms
Motive
Family life style
Attitude
Belief
Personal factors
Past Experience
Authority
Pattern of interaction
Time
Resources
Power
Roles
Role structure
Family life cycle
Patterns of decision making
Socioeconomics & demographic
Internal Influences
Decision Process
Family Member Involvement
Product

Figure 1. Major components of a family model of the consumer decision process (See Figure 2 for expansion of the core).

Internal environment (Family system). The internal environment depicts the family system operating within and being influenced by the larger external environment. The numerous sets of variables depicted as part of the internal environment in Figure 1 all contribute to shaping the character of the unique family system. By accounting for all of these sets of variables, the model attempts to offer an explanation of why there is variation within each family and among families during family decisions for a consumer good or service. These internal variables of the family system are seen as individually or collectively having a direct influence on the variables in the core of the model.

Core: Decision process. The core (Figure 2) currently consists of the decision process, family member involvement at each stage of that process, and product-related variables. The left side of the core (Figure 2) is concerned with the consumer decision process which is presented in seven stages. These stages are a combination of the decision process component of the Engel and Blackwell (1982) model and the concept of the problem solving loop from the Kieren et al. (1984) model. For example, many buying situations, because they are routine or familiar, may call for a compressed or partial version of the decision process. On the other hand, a complex, important, high-involvement decision (Engel & Blackwell, 1982) may involve the entire decision process. Kieren et al. depict this variation in family problem solving as a coil or spiral comprised of ongoing, problem-solving loops. Although the Kieren et al. problem-solving loop is not schematically depicted here, it is recognized as an inherent component of this model and serves to explain the dynamic, ongoing nature of the family decision process for consumer goods and services.

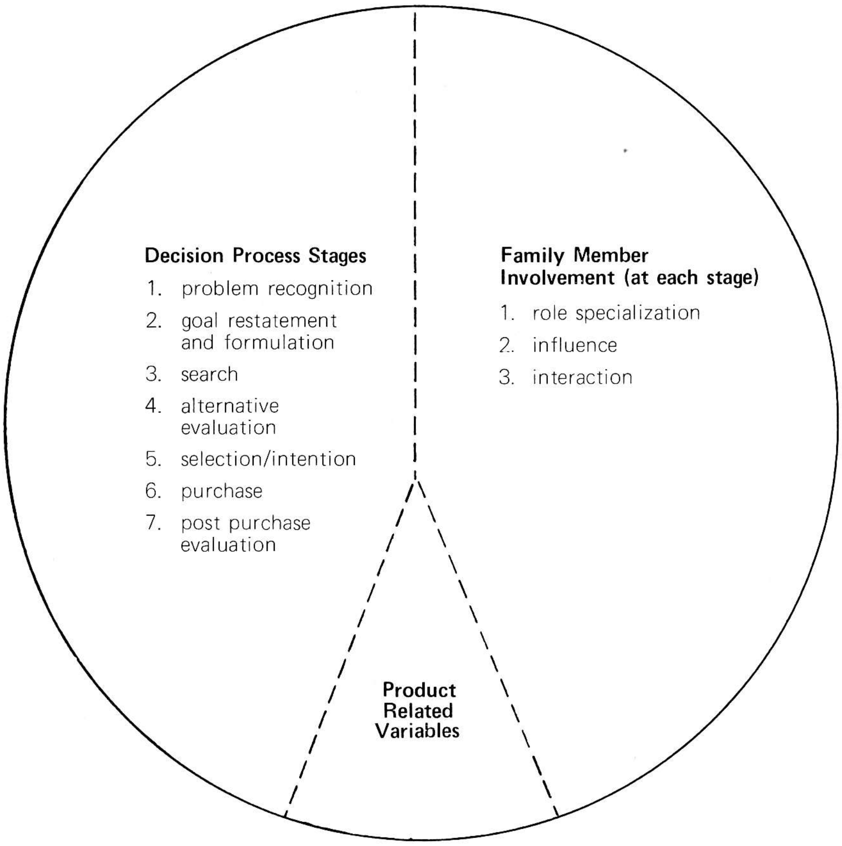
Decision Process Stages
1. problem recognition
2. goal restatement and formulation
3. search
4. alternative evaluation
5. selection/intention
6. purchase
7. post purchase evaluation
Family Member Involvement (at each stage)
1. role specialization
2. influence
3. interaction
Product Related Variables

Figure 2. Expansion of the core of family model of the consumer decision process.

Any stage of the decision process component of the core is seen to affect other stages of the process itself as well as family member involvement. In turn, the decision process component may be affected by family member involvement, product-related variables, the internal environment (family system), and the external environment.

Core: Family member involvement. The unique aspect of this model of consumer decisions is the explicit depiction of family member involvement (the right side of the core in Figure 2). The process of making a consumer decision entails varying involvement of the family members during the stages of the decision. Hence, a broken line between the two major core components serves to illustrate the concept of involvement at each stage. The unique concept of family member involvement refers to a combination of: • *role specialization* (who participates in a specific consumer decision and the extent of each person's participation at each stage); • the *influence* each individual has on the decision; and • the *interaction* which takes place during the process of deciding. This conceptualization enables researchers to better account for the dynamic, complex process involved during multiperson consumer decisions.

Family member involvement at any stage may be affected by: • the external environment, • the internal environment, • the product, • some aspect of the decision process, and • family member involvement at another stage.

Core: Product-related variables. The third part of the core comprises product-related variables, including factors related to the product category being purchased as well as factors associated with the alternatives available. Product-related variables may influence both decision process variables and family member involvement.

This component of the core was purposely minimized in the schematic model. Although these variables must be accounted for in the decision process, they are not the main focus of the model. No propositions are included to account for the influence of variables in other parts of the model on these product-related variables. Models of decision-making with emphasis on product are found in the marketing literature. The emphasis of the current developmental effort is on the other two components of the core, and especially on the interaction between them.

The variables. An inventory of over 100 variables is given in Table 1. Within the table, the variables are ordered according to the major components of the model (external and internal) with the third major component (core) being broken down into decision process, product-related, and family member involvement variables. When a variable is indented, it is considered a subconcept or related concept of the preceding concept. Although every attempt was made to use group or family-oriented variables, individual variables were included to provide a sufficiently elaborate framework from which corresponding family or group-related variables could be developed in the future. For example, past experience is listed as a personal (individual) variable but it could conceivably be conceptualized as a family's past experience as a decision-making unit.

A theory must also include definitions of variables to explain the meaning of a concept and to restrict a concept that may have more than one meaning (Kerlinger, 1973). Each of the variables have been defined in general terms and most have been fully documented (MacDonald, 1985; McGregor, 1984), while operationally defining them remains a major future task.

Propositions. Sets of propositions or relationships among variables are the basic elements of a theory. The current conceptual framework allowed the researchers to account for many propositions documented in the literature relevant to consumer decision making in families. Initially, each proposition presented was supported by empirical research or was proposed or suggested by the reference cited. Classifying these propositions provides the reader with a more comprehensive understanding of the theoretical foundation of the model. Consequently, they are classified into 10 categories of propositions as depicted in Figure 3. The meaning of the various categories is as follows:

E1 — the effect of *external* influences on *decision process* variables;
E2 — the effect of *external* influences on *family member involvement;*
I1 — the effect of family system *internal* variables on *decision process;*
I2 — the effect of family system *internal* variables on *family member involvement;*
D1 — the effect of *decision process* variables on *family member involvement;*
D2 — the effect of *decision process* variables on other *decision process* variables (i.e., one stage on another);
F1 — the effect of *family member involvement* on *decision process* variables;
F2 — the effect of *family member involvement* at one stage on *family member involvement* at another stage of the decision process;
P1 — the effect of *product-related* variables on *decision process* variables; and
P2 — the effect of *product-related* variables on *family member involvement.*

Table 1. Inventory of Variables

External

- culture
- economic system
- market forces
  - — number of alternatives
  - — information accessibility
  - — special opportunity
  - — perceived cost/benefit of search
  - — perceived value of search
  - — unanticipated circumstances
- political system
- reference groups
- social class

Internal

- attitude
- authority
- belief
- family life cycle
- family life style
- goals
- motives
- needs
- norms
- past experience
- patterns of decision making
- patterns of interaction
- personal factors
  - — ability to recall information
  - — attitude towards shopping
  - — confidence in decision making
  - — distolerance
  - — perception
  - — propensity to search
  - — quantity and quality of stored information
  - — recency of decision
  - — risk capital
  - — sex role attitude
  - — vanity/modesty bias
- power
- resources
  - — comparative resource
  - — financial status
  - — interaction resources
    - •adaptability
    - •affective involvement
    - •connectedness
    - •family congruence
    - •empathy
    - •flexibility
    - •group cohesiveness
    - •intimacy
- roles
  - — family financial officer
- role structure
- socioeconomics and demographics
- time
- values

Decision Process

- problem recognition
- goal restatement and formulation:
  - — family goal complex
  - — family goal setting
  - — goal effectuation
  - — goal oriented behavior
  - — resource assessment
  - — level of aspiration
- search
  - — internal search
  - — external search
  - — extent of search
  - — information sources
  - — information processing
- alternative evaluation
  - — evaluative criteria
  - — changes in criteria
  - — beliefs
  - — attitude
  - — satisficing rule
  - — extent of alternative evaluation
  - — choice heuristics
    - •compensatory choice heuristic
    - •noncompensatory choice heuristic
- selection/intention purchase
- post purchase evaluation
  - — expectation
  - — dissonance
  - — satisfaction/dissatisfaction

Product Related

- amount of information
- attribute sub-decision
- complexity of alternative
- depletion of previous solution
- importance of decision
- interpurchase time
- irrevocable action
- length of commitment
- perceived similarity between alternatives
- perceived risk
  - — price
- uncertainty
- unique feature

Family Member Involvement

- role specialization
  - — participation/involvement
  - — autonomic/syncratic
  - — husband/wife dominance
  - — democratic/egalitarian/traditional
- influence
  - — influence strategy mix
  - — dominance
- interaction
  - — amount
  - — cooperation
  - — conflict
    - •conflict resolution
  - — consensus

The authors developed a summary matrix as a means of depicting the approximately 250 documented propositions. Table 2 presents a small portion of that matrix, summarizing only some of the possible effects on family member involvement (FMI) of internal variables (I2 propositions), decision process variables (D1 propositions), and family member involvement at other stages of the decision process (F2 propositions). The FMI section of the model is highlighted because its explicit depiction is the key contribution of the model. Those propositions for which support has been found in the literature are differentiated by an asterisk from those which have been deduced from the model. Propositions lacking support suggest areas for further search of the literature and/or empirical research.

A complete matrix of all the variables as well as full documentation of all the propositions to that time are found in McGregor (1984, pp. 38-70) while an updated listing of the F1, F2, D1, D2, P1, and P2 propositions is found in MacDonald (1985, pp. 102-116). A sample of documented F2 propositions (i.e., the effect of family member involvement at one stage on family member involvement at another stage of the decision process) includes:

•The more similar spouses perceive the decision to be (*consensus*) at the problem recognition stage, the more likely it is that it will be resolved jointly (*role specialization*) (Burns & Granbois, 1977, p. 85).

•Joint decisions are less likely to occur (*role specialization*) if one spouse presumes control but there has been prior *concensus* on who would be in control (Burns, 1977, p. 52).

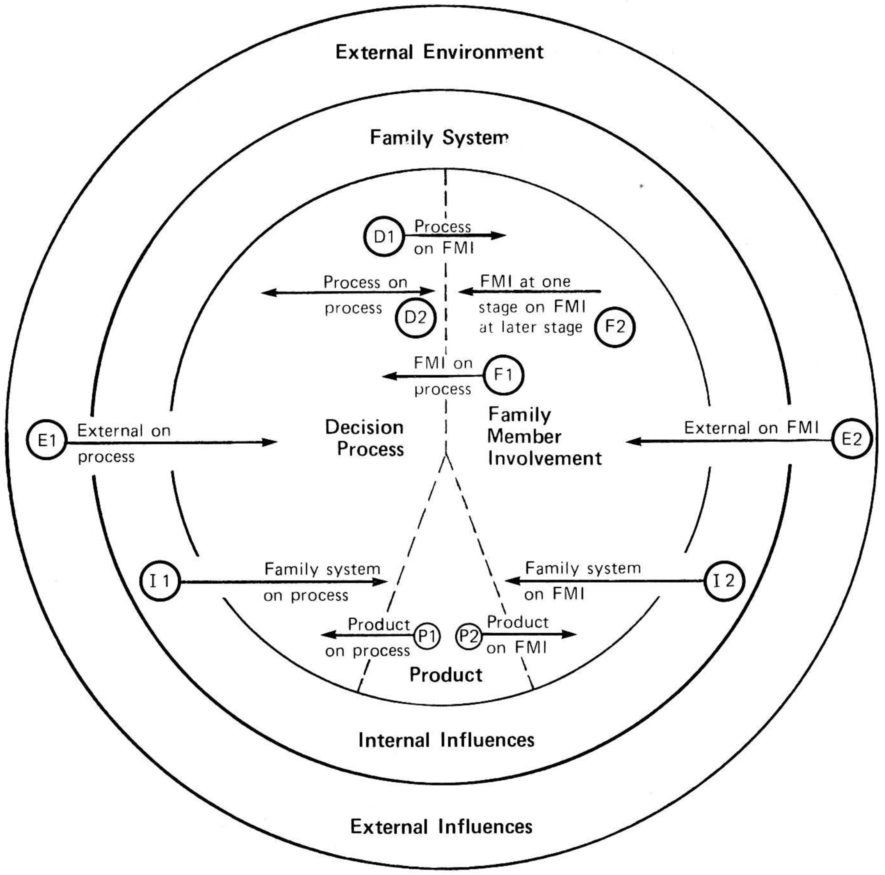
External Environment
Family System
D1
Process on FMI
Process on process
D2
FMI at one stage on FMI at later stage
F2
FMI on process
F1
E1
External on process
Decision Process
Family Member Involvement
External on FMI
E2
I 1
Family system on process
Family system on FMI
I 2
Product on process
P1
P2
Product on FMI
Product
Internal Influences
External Influences

Figure 3. A family model of the consumer decision process depicting sets of propositions.

Table 2. Excerpt from Matrix of Propositions: Effect of Selected Independent Variables on Role Specialization

	Independent Variables	
Internal (I2 Propositions[a])	**Decision Process** (D1 Propositions[a])	**Family Member Involvement** (F2 Propositions[a])
attitudes*	problem recognition*	role specialization
authority*	goal restatement and formulation	influence*
beliefs	search*	interaction*
family life cycle*	alternative evaluation*	
family life style	selection/intention	
goals	purchase	
motives*	post purchase evaluation	
needs		
norms		
past experience*		
patterns of decision making		
patterns of interaction*		
personal factors*		
power		
resources*		
roles		
role structure*		
socioeconomics and demographics*		
time		
values*		

*Depicts relationships for which support has been found in the literature.
[a] See Figure 3 for depiction.

- The more similar family members are in their perception of and agreement on saving activities and money related activities (*goal consensus*), the more likely they are to delegate the financial tasks to one person (*role specialization*) (Ferber & Lee, 1974, p. 47).
- The person who initiated the problem recognition or decision process (*involvement*) is the most likely to be the prime *influencer* in the selection and intention to buy (Assael, 1981, p. 350).
- *Conflict* is likely to occur in later stages when there is disagreement over the purchase goals (*non consensus*) (Belch, Belch, & Sciglimpaglia, 1979, p. 475).

Currently, most of the propositions are stated as single variate. Because the study of main effects does contribute to the initial progress in the earlier stages of theory development, the initial inclusion of predominantly single-variate propositions is justified (Good, 1972). As might be expected, however, some of the documented propositions are multivariate. Use of the model as a conceptual framework, of course, suggests a multivariate approach is necessary to fully understand the phenomenon of consumer decision making within families.

Conclusions and Recommendations

To this point, the model was arrived at largely through an inductive process. That is, the developmental process was one of reasoning a part or parts (i.e., all of the variables) into a whole (i.e., a conceptual framework capable of illustrating the relationships between the variables in the form of propositions). The developmental process also involved borrowing concepts and propositions from related disciplines. This tactic strengthened the internal consistency of the conceptual framework and allowed for the accumulation of an abundance of documented propositions.

Another major step in the development of this theory is to deduce additional propositions using the model as the conceptual framework for deductions. This deductive process should be a conceivable means of incorporating the realities of various family forms and of the multivariate nature of consumer decisions by families.

Although the authors recognize that the process of building a theory is continuous and dependent on refinement, extension, and revision, this theoretical effort has already generated a useful framework on which to build. The inventory of variables and their definitions provides a framework for researchers and at the same time challenges them to conceive other relevant variables that could affect a family consumer decision, and to deduce multivariate propositions to explain or predict family behavior during a consumer decision. The summary matrix is a useful tool for illustrating the research that has been done in the areas of family and consumer behavior. More importantly, it depicts gaps in the research and suggests propositions for which no support has yet been found in the literature. As currently presented, the model should be of benefit to, among others, consumer educators, home economists, family sociologists, and consumer researchers. ☐

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Appendix. Reviewer Response Sheet

1. Does this model include what is already known in the field of consumer behavior and family decision making?
2. Does the model adequately reflect the phenomenon of family consumer decision making? Are there sufficient number of variables and propositions to enable this model to describe and account for the influences of family member involvement during a consumer decision? If not, what additional variables would you suggest be incorporated?
3. Is this model compatible with (i.e., does not contradict) previously developed theories/models in the area of family behavior during a consumer purchase decision?
4. Are the propositions organized logically? Does the model exist as a meaningful whole? Are there gaps in the logical sequence of the model?
5. Does this model represent in a simple way, the variables that exist and the relationships among them?
6. Please comment on the adequacy of the documentation provided to support the propositions.
7. Does this model contain variables whose effects are not well described in the model itself?
8. Please comment on the clarity or ambiguity of the variable definitions.
9. In your opinion, are the scope and domain of the model too narrow or too wide? Please elaborate.
10. Does this model provide the means for future empirical testing thereby allowing for its confirmation or rejection (acknowledging that concepts have not yet been operationalized)?
11. Would you be able to use this model as a conceptual framework for research?
12. Please comment on the strengths and weaknesses of the model.
13. Criticisms of the earlier consumer decision models cited in the literature review include the following:
    a. emphasis on brands rather than products
    b. focus on repeat purchase rather than high involvement decisions
    c. lack of emphasis on the process stage
    d. concepts borrowed from other disciplines without applicability
    e. use of individual variables to explain group decision making.

    In your opinion, does this model overcome these inadequacies?
14. General comments.

Program in Nutrition, Consumer Issues, and Medication for Seniors: Using a Peer Approach

Eva Lee, Peter R. Grant, and Debra C. Gillis

Abstract

This paper describes the development, implementation, and evaluation of a pilot project in Saskatoon, Saskatchewan using seniors as peer educators in the areas of nutrition, consumer issues, and proper use of medication. Using a one-group, pre-test, post-test evaluation design, it was found that there was an increase in participants' knowledge in all content areas, a decrease in participants' belief in nutrition myths, and a decrease in self-perceived loneliness. Peer educators appeared to find the experience worthwhile and stated that it contributed to their quality of life. The limitations of these findings are discussed with particular reference to a high attrition rate. However, inspite of the limitations, the results suggest that the program did have an impact and that peer educators are a resource that could be used more frequently in programs for seniors.

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Résumé

Cet article décrit l'élaboration, la réalisation et l'évaluation d'un projet-pilote qui s'est déroulé à Saskatoon, en Saskatchewan. Ce projet faisait appel à des personnes âgées comme éducateurs de leurs pairs dans les domaines de l'alimentation, la consommation, et l'emploi approprié des médicaments. En ayant recours à un groupe qui a fait l'objet d'une évaluation avant et après le projet, on a établi que les participants avaient acquis des connaissances dans tous les domaines visés, qu'ils prêtaient moins foi aux mythes relatifs à la nutrition et que leur sentiment de solitude s'était estompé. Les éducateurs ont semblé trouver l'expérience valable, et ils ont dit qu'elle avait contribué à la qualité de leur vie. On discute des restrictions qui s'imposent à ces conclusions en raison surtout d'une forte attrition. Néanmoins, malgré ces limites, les résultats laissent supposer que le programme a eu des répercussions, et que les éducateurs pairs constituent une ressource à laquelle on pourrait faire appel plus souvent dans les programmes à l'intention des personnes âgées.

Like everyone else, the nutritional requirements of the elderly (65 years and older) are governed by the need for energy and nutrients (Bureau of Nutritional Sciences, 1983). However, some older people face special problems that make the selection of appropriate foods more difficult: multiple health problems, limited income, special diets, limited transportation, and a wide variety of complex, new food products (Grant & Rice, 1983; Schlenker, 1984; Sorenson & Ford, 1981). While many older people have good food habits, some are susceptible to food fads and misinformation because of their limited knowledge of nutrition and their search for rejuvenation and better health (Elwood, 1975; Fusillo & Beloians, 1977; Grotowski & Sims, 1978; McNutt & McNutt, 1978; Schlenker, 1984; Thurston & Kerr, 1983).

Older people are also the largest consumers of prescription and over-the-counter drugs (Chambers & Griffey, 1975; Hale, Marks, & Stewart, 1979; Law & Chalmers, 1976; United States Department of Health and Human Services, 1980). The potential decline in mental abilities, vision, and hearing; poor communication between the physician and the elderly patient; self-medication; errors in and complexity of the dosage regimen; and limited knowledge about various medications all contribute to drug misuse and non-compliance (Boyd, Covington, Stanaszek, & Coussons, 1974; Hulka, Kupper, Cassel, & Effird, 1975; Raffoul, Cooper, & Love, 1981). With aging, physiological changes may occur causing disturbed drug absorption, metabolism, and elimination (Lamy, 1980; Wilkinson, 1983). This may result in increased side effects, adverse drug-nutrient interactions, and malnutrition (Pascarelli, 1974; Roe, 1983).

The costs of food and drugs often represent a substantial drain on the older person's financial resources. Burton and Hennon (1981) and Waddell (1975) suggest that older people living on a pension need some type of consumer training to help them manage their economic resources.

One way of teaching older people better nutritional habits, more appropriate use of medication, and relevant consumer information is peer counselling (Becker & Zarit, 1978; France & McDowell, 1982; Hoffman, 1983; Stuen, Kaye, & Monk, 1982). The advantages of using peer counsellors in this way include their firsthand familiarity with program participants' life situation, and the opportunity for them to continue as positive role models to motivate community involvement after the program is completed. Furthermore, taking on a meaningful work role may result in an improved self-concept for the peer counsellors (Bowles, 1976; France & McDowell, 1982; Poser & Engels, 1983).

This paper describes and evaluates a pilot project in Saskatoon, Saskatchewan. Peer educators delivered information on nutrition, consumer issues,

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and the proper use of medication to senior groups.

Program Description

The objectives of this pilot program, "Seniors Teaching Seniors," were:

- to educate seniors in nutrition, consumer issues, and proper use of medication by using a trained group of seniors as teacher aides;
- to use senior teacher aides in a liaison capacity in which they provide seniors with sound information and expertise in nutrition, consumer issues, and proper use of medication; and
- to encourage social integration which could counteract social isolation amongst senior citizens living in the community.

Participants. A total of 167 seniors participated in the program. They were from six senior citizen groups who were willing to participate. Of these, four were church groups and two were groups from senior citizen highrises.

Teacher aides. An announcement was placed in local newspapers calling for individuals (60 years and over) to participate as peer educators in the program. Following initial screening of letters of application, informal interviews were held. Subsequently, five teacher aides (60-73 years of age) were selected to participate in the 1-week training program. The training followed a highly structured format covering seven topics in eight 1-hour sessions. Four topics dealt with nutrition, two with consumer issues, and one with the proper use of medication. The titles of the sessions were: *How to Survive in a Supermarket; Consumer Protection* (dealing with door-to-door salesmen and unsolicited phone sales); *The Proper Use of Medication; Choosing the Right Foods* (two sessions); *Too Tired to Cook — Ideas for Quickie Meals/Snacks; Vitamins — Is More Always Better?;* and *Food Fads, Fallacies, and Popular Diets — The Pros and Cons.* These topics were selected from a needs assessment previously administered to a randomly assigned group from a senior citizen home. A session on methods of teaching seniors was also included. The trainers for the teacher aides were faculty members from the Colleges of Home Economics and Pharmacy, recruited for their expertise in the various content areas. Resource materials were available to the teacher aides for additional information on the topics covered. At the conclusion of each topic, the trainers provided the teacher aides with copies of lecture notes and related discussion guides. On the final day of their training, each teacher aide presented a 10-minute talk on one of the seven topics covered.

Program delivery. Each teacher aide was assigned to a senior citizen group for a period of 8 weeks. To overcome the ratio of six program sites to five teacher aides, one of the teacher aides agreed to teach two groups. Sessions for these two groups were held at two separate program sites.

Typically, the format for the 8-week session consisted of the teacher aide giving a 20- to 30-minute presentation on one of the seven topics followed by questions and answers from the audience. Aides were encouraged to answer questions pertaining directly to the material covered that session. Other questions were recorded by teacher aides who consulted with faculty members for answers to bring back to the audience the following week. Supervision and monitoring of the teacher aides were conducted by personal visits from faculty members involved in the program. In addition, following completion of the program, qualitative interviews were used to assess, informally, how the aides viewed the impact of their teaching role on their lives. The evaluation questionnaires were administered by the teacher aides.

Evaluation and questionnaire design. The evaluation measures were designed to assess the participants' gains in knowledge in the areas of nutrition, consumerism, and the proper use of medication; the extent to which program participants held incorrect nutritional beliefs; and to determine whether or not program participation affected social isolation. A one-group, pre-test, post-test design was used in which the questionnaires were administered prior to the first session and immediately following the last session. Intially a more complex research design was contemplated which involved control groups. However, because of the high attrition rate, this design had to be abandoned in favor of this simpler design.

The evaluation instrument was a four-part questionnaire. Part I measured consumption of the four food groups outlined in Canada's Food Guide. Respondents were asked to recall the number of servings they consumed the previous day from each of the four food groups and were evaluated on whether or not they consumed the recommended number of servings for each group. Part IV of the instrument asked respondents about their social supports, health status, and demographic characteristics.

A pilot study ($n = 39$) was used to develop scales for Part II and III of the evaluation instrument. The instrument consisted of seven nutrition belief items and 29 knowledge items. A five-point scale of strongly agree to strongly disagree was used for the nutrition belief questions and a true and false format for the knowledge questions. Content validity of the knowledge items was enhanced by selection of items that had been validated in previous research (Eppright, Fox, Fryer, Lamkin, & Vivian, 1970; Krondl & Floyd, 1979; Telford, 1981).

Item analysis led to elimination of several items. The resulting 5-item nutrition belief scale and the 17-item knowledge scale had reasonable reliability coefficients ($\alpha = .69$ and .70, respectively). The belief scale assessed commonly held myths about healthy food such as "foods sold in Health Food Stores are better for you than food sold elsewhere". The higher the score on this scale (range of 5 to 25), the greater the belief in nutrition myths.

The 17-item knowledge scale consists of eight items measuring nutrition knowledge; four items, consumer knowledge; and five items on the proper use of medication. Reliability coefficients calculated for the three subscales were unacceptably poor ($\alpha = .62$, .31, and .46, respectively). Therefore, the overall index of knowledge was used in subsequent analyses. Respondents with higher scores (range of 0 to 17) were judged to have more knowledge.

Results

Participant characteristics. Pre-test questionnaires provided information on the demographic characteristics, health status, and dietary patterns of the study population. Three quarters of the seniors who attended the program were female. Of the 159 respondents who gave their age, 59 (37%) were under 71 years of age, 72

(45%) were between the ages of 71 to 80 years, and 28 (18%) were 81 years and over. The mean age was 72.2 years with ages ranging from a low of 61 years to a high of 83 years. Forty-six (35%) of the respondents ($n = 130$) were living in private homes while the remainder were living in apartments or senior citizen housing units.

On a self-rated scale ranging from excellent to poor, the majority of respondents stated that their health was excellent or good (69%, $n = 130$).

Comparison of responses with food guide recommendations showed that the majority, 83% ($n = 132$), consumed inadequate amounts of fruits and vegetables. In addition, 62% ($n = 130$) consumed less than the recommended three servings of bread and cereals, 36% ($n = 130$) consumed less than the recommended two servings of meat and alternates, and 44% ($n = 125$) consumed less than two servings of milk and milk products.

Fifty-one percent of the respondents felt that it was "very important" or "important" that the teachers be seniors, suggesting that this component of the program was favorably received.

Program outcomes. Analysis of the respondents' pre- and post-scores showed that participants made significant gains in their knowledge of nutrition, consumerism, and the proper use of medication (t (49) = 3.81, $p < .001$).[1] Because these items measure knowledge, the absence of a control group in the research design is not as problematic as might otherwise be the case. For example, participants can not fake a socially desirable response — they either know the answer or they do not. Indeed, the pre-test mean score (8.42) was at chance level but the post-test mean score (9.94) was significantly greater, indicating that, following completion of the program, respondents could not have been answering the questions by simply circling a response at random. The major cause for concern is the high attrition rate (only 29.9% of the sample answered the questionnaire both prior to and following the program) which does limit the generalizability of these findings.

Participants also believed less in nutrition myths following the program (t (45) = 4.08, $p < .001$). Their pre-test scores averaged 15.4; post-test, 13.0. With this type of scale, the lack of a control group is more serious. Did the participants really alter their beliefs, or were they answering the questions in a way that they felt would please the teacher aide? The results cannot rule out an alternative explanation of this kind and, therefore, only very tentatively suggest that any real change in beliefs occurred as a result of the program.

The only other significant change from pre- to post-test was obtained on a three-point loneliness scale (1 = quite often lonely to 3 = almost never lonely). Following the program, participants judged themselves to be less lonely (t (45) = 2.45, $p < .01$; pre-test mean = 2.39, post-test = 2.59). This suggests that the program may have helped some participants gain new friends. However, like the scale on nutrition myths, it could be that the participants were giving the socially desirable response.

Finally, the informal interviews with the teacher aides suggest that the aides had personal gains from their involvement in the program. The self-reported gains included: an increase and/or renewal of confidence in dealing with people; knowledge of a broad range of topics; knowledge of services available to seniors; satisfaction from learning; encouragement and motivation to keep active; satisfaction in the worth and intelligence of peers; insight into the needs and problems of seniors; and feelings of worthiness and of being able to contribute to society.

Discussion and Recommendations

The overall results of this pilot program suggest that the program was successful in improving knowledge of nutrition, consumer issues, and proper use of medication among selected groups of mobile, community-dwelling seniors. There was also weak evidence to suggest that the program helped to dispel some myths about nutrition among seniors. Taken together, these results provide further evidence to dispel some of the negative stereotypes about seniors regarding their learning potential.

Based on a 1-day recall of foods consumed, over half of the respondents reported less than the recommended number of servings in the fruit and vegetable, and the bread and cereal group. The avoidance or decreased intake of these foods suggest that there is a need for a program emphasizing nutrition for seniors living independently in the community. This result is consistent with Elwood's (1975) observations on the nutritional status of the elderly and the need for innovative nutrition education programs.

Both interviews with the teacher aides and discussions with the program participants suggest that the peer educator approach is acceptable to seniors and that seniors like being taught by their peers. Using seniors to teach other seniors seemed to be a useful way to provide information on nutrition, and consumer and drug-related issues, and there is no reason why they could not be used to communicate important information in other areas as well. France and McDowell (1982) support this finding in relation to mental health programs and suggest a strength of the peer counselling program is the opportunity to reach more of the elderly in need.

A major limitation of this evaluation was the high attrition rate. Because of this, findings cannot be generalized and should be interpreted cautiously. However, based on our experiences in conducting this pilot project, we would like to make several recommendations which we feel should be considered when planning a similar program:

- Since seniors appeared to respond positively to peer educators, programs can and should be structured to use the talents and abilities of seniors to address some of their educational needs. However, the performance of the peer educators should be evaluated as this recommendation is based on our experience and anecdotal evidence.
- An emphasis should be placed on incorporating programs with and through community groups and organizations with which seniors are affiliated.
- Programs cannot operate in isolation. By providing training, supervision, and opportunities for consultation and referral, qualified professionals are integral to the success and continuity of the program.

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[1] Separate analyses of subscales measuring the content areas of nutrition, consumerism, and proper use of medication yielded similar results [t (49) = 2.17, $p < .05$; t (47) = 4.06, $p < .001$; and t (48) = 2.80, $p < .01$]. However, the reliabilities, especially of the consumer and medication subscales, were too low to use as separate scales.

- Using trained peer educators, with professionals acting as consultants, is an effective way to reduce costs.

The difficulties encountered during the evaluation phase of this project (i.e., high attrition rates) illustrate the importance of developing methodologies and tools for evaluation of community-based seniors' programs. Very little objective evaluative data on such programs are available. Support and encouragement must be given to collect, analyze, and disseminate such data on existing and new programs.

In conclusion, the peer educator approach seems to be an acceptable method of providing programs to seniors and offers benefits and new opportunities for peer educators, senior groups, and individuals and agencies involved in program development for seniors. ☐

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Canadian Home Economics Journal
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Special Research Section — Summer 1988
AGING IN CANADA

The purpose of this special section is to bring together Canadian research on aging, focussing on the areas of research included in home economics and related institutions and programs. This multidisciplinary perspective will emphasize the integrative approach home economics has taken in research and program development with elderly individuals and families.

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- community
- business
- extension
- health care

We are seeking articles addressing various aspects of aging, including: financial and consumer concerns; retirement planning and early retirement; clothing; coping with illness and disablement; nutritional status and nutrition education; social support and family interaction; and housing decisions.

Guest Editor: Norah Keating

Deadline for Submission: June 30, 1987

Manuscript specifications: Available from the Research Editor or see the Winter Issue, Vol. 37(1).

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1986-87 Enrolment Data

University Programs in Home Economics and Related Units

Name of University	Undergraduate							Graduate		
	Program	1st	2nd	3rd	4th	Part-Time	Total	Program	Full-Time	Part-Time
Acadia	BSc(HEc)	25	34	11	17	5	92			
Alberta	BSc	112	94	83	140		429	MSc	56	5
								MEd		2
								Phd	7	
British Columbia[1]	BHEc	35	68	62	44		209	MA	6	
								MSc	6	
Guelph[1]	BASc Family/Cons. St.	292	295	247	235	(52)	1069			
	BComm Hotel/Food	95	92	101	89	(18)	377	MSc	44	15
								PhD	2	
Laval	Bacc.diet.	45	46	42	55	3	191	MSc—Nut.	12	3
	Bacc.cons.	95	71	74	-		272	PhD—Nut.	6	
	Cert.cons.	31				42	73			
	Maj.econ.fam.					2	2			
Manitoba[2]	BHEcol (FS)	55	37	36	41		169	MSc—Fam.St.	19	4
	BHEcol (FDNU)	67	53	50	48		218	—Food/Nut.	19	1
	BHEcol (CLTX)	76	53	52	56		237	—Cl/Tx.	10	2
	BHEcol (COMP)	24	10	7	9		50			
	BHEcol/BEd	8	3	5	9		25			
McGill	BSc(FSc)	60	45	109	-		214	MSc	6	
								PhD	3	
Memorial	BSc	7	9	3	1		20	MSc	2	
								PhD	1	
Moncton	BSc	17	31	24	18		90	MSc	1	4
Montréal	BSc(Nut.)	59	48	41	38	13	199	MSc—Nut.	31	5
								PhD—Nut.	7	
Mount St. Vincent	BScHE	37	42	51	33		163	MA	2	6
	BHE	16	48	27	39		130			
	BHE/BEd	5	2	3	5		15			
New Brunswick	BEd	5	6	10	14	7	42	MEd		3
P.E.I.	BSc(HEc)	30	15	12	10		67			
Ryerson	BAA	84	83	62	93	11	333			
Saskatchewan	BSHEc	54	71	52	43	26	246			
St. Francis Xavier	BSc	27	19	29	27		102			
Toronto	BSc(Nut.)	*	45	40	50	*	135	MSc	22	8
	BEd[3]						16	MHSc	12	
								PhD	9	
Western	BSc(HEc)	60	54	36	22	19	191			
Windsor	BA(SocSc)	15	28	23	4	43	113			

Source: Deans and Directors of Home Economics, Annual Meeting, November 1986.

[1] Part-time data included in total.

[2] Undergraduate totals include 145 part-time students.

*Data not available.

[3] Personal communication.

Book Reviews

Lifestyle 1, 2, and 3 by Judith Campbell. (1986). Markham, ON: Globe/Modern Curriculum Press, 143, 144, and 158 pages; each textbook $9.95, each Teacher's Guide $12.50.

The Lifestyle Series, Books 1, 2, and 3 is designed for students in grades 7, 8, and 9 respectively. Each book includes information on four health/family studies curriculum themes: self-awareness and acceptance; knowing and relating to others; personal health and care; and life careers.

Although each book and each chapter may be used independently, they are organized sequentially according to themes, and with progressively challenging content for each grade level. For example, on the theme "knowing and relating to others", each book includes a chapter about families: Book 1 addresses culture and traditions, siblings, and pets; Book 2 includes roles, change, siblings, and crises; and Book 3 addresses topics like responsibilities, relationships, life cycle, crises, and grief in families.

The books include activities which provide adolescents with opportunities to explore decision-making skills on relevant topics such as drugs, nutrition, friends, dating, leisure, and career choices. The objective is to encourage young people to make informed lifestyle choices based on respect and responsibility for self and others.

Each book has a similar format. Chapters begin with questions and end with a brief review. Each chapter includes case studies, student activities, photographs, cartoons, and charts. Each book contains a glossary with some words repeated in each book, while a section entitled "Your fitness program", and an extensive address list of Canadian health organizations are the same in all books. The texts are attractive, colorful, and all sections are clearly labelled. Generally, sex stereotyping has been avoided, however it is disappointing to note examples such as the female secretary and the male electronics technician, to note the positioning of these pictures on the page, and the attitude which is portrayed concerning the nature of their work.

The teacher's guides are very useful, each including a description of philosophy; a scope and sequence outline; suggestions for timetabling, involvement of families and community, teaching strategies, and ideas for evaluation; as well as an excellent student fiction reading list. Overall, this series is a useful resource for family studies curriculum areas.

Reviewed by:
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Diet and Behavior: A Multidisciplinary Evaluation. *Nutrition Reviews, 44,* Supplement, (May 1986). Washington, DC: ILSI-Nutrition Foundation, 254 pages; soft cover, $12.00 (US).

The belief that diet affects behavior has existed for thousands of years. In recent years claims that a change of diet can alleviate behavioral problems such as hyperactivity and juvenile delinquency have met with ready public acceptance. Such claims were greeted with scepticism by the scientific community and have since been refuted. However, many parents continue to alter their children's diets and correctional facilities are still reviewing their food service operations.

In response to the continuing public interest in this topic the American Medical Association and the International Life Sciences Institute — Nutrition Foundation co-sponsored a symposium entitled "Diet and Behavior: A Multidisciplinary Evaluation". This symposium took place in November, 1984, and the papers presented have been published as a special supplement to *Nutrition Reviews.*

The symposium was divided into three sessions. The session dealing with the effects of foods and nutrients on behavior included papers by Rapoport on diet and hyperactivity; by Gray on diet, crime and delinquency; by Atkins on food allergy and behavior; and by Craig on diet and cognitive performance. These are all good reviews of the topics in question. In addition to reviewing existing research data the objective of the symposium was to evaluate the methodologies used and to recommend improved research strategies. As such many of the papers are of particular interest to researchers in this field of study. However, it is also important that other professionals understand the deficiencies of many of the past studies — studies which were the basis of beliefs that still persist in the public mind. The review papers by Anderson & Hrboticky; by Dews; and by Neims are particularly useful in this respect.

Reviewed by:
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Teaching Home Economics by Christine Daniels and Ursula Hobson. (1985). London and Basingstoke: MacMillan Education Publishing, 63 pages; soft cover; £3.50.

The author has introduced a teaching skills workbook, consisting of three main categories that may be integrated into all aspects of home economics. Part I of the workbook gives us some insight, background knowledge, and information of the history and development of home economics; and the purpose and relevance of home economics as well as certain aspects of the teacher's role within the classroom setting regarding all types of students. Part II deals with the actual teaching skills and methods of home economics, teacher performance, and evaluation. It also stresses the quantitative, experimental, and creative approach to teaching. Part III emphasizes the teacher's professional status, how her involvement, participation, and contribution can enhance and influence specific aspects of school functions and organizations.

Useful tables, charts and record cards are included in various sections of the workbook that aid in promoting planning and management within the classroom environment. This skills workbook is intended to help teachers and student teachers teach home economics more effectively. The workbook is readable, informative, and a valuable reference to all teachers involved within the teaching profession.

Reviewed by:
Marie Aucoin, MA
Home Economics Teacher
Reserve Mines, NS

The Self-Employed Woman by Jeannette R. Scollard. (1985). New York: Simon and Schuster, 298 pages; hardcover $27.95.

The Self-Employed Woman is a fascinating, inspiring book. Scollard uses a novel and unique approach in presenting the material, which is laid out in an accessible and concise manner. The book is written by a woman for women.

Organized in a "textbook" fashion, the book is suitable for use in business-related courses or as a reference. There are five sections in the book, covering everything from planning one's own business, to developing it, and eventually going public, to retiring. Specific topics include: how to approach a banker, how to select suitable insurance coverage, and how to dress appropriately for different meetings. The information is general enough to be useful for any type of new business, large or small. Although it is written primarily for women who are attempting to create their own businesses, it is not specific to women only, nor to a specific type of business.

There are no illustrations presented in the book but the author has itemized relevant information in table form for quick reference. The many examples of actual businesses and the people involved in them make this book interesting reading. *The Self-Employed Woman* would be a valuable addition to the library of anyone who is or dreams of being self-employed.

Reviewed by:
Sandra Hiebert-Dell, Business Teacher Certificate
Owner of "Say it Big Greetings"
Winnipeg, MB

Keeping Food Fresh by Janet Bailey. (1985). Garden City, NY: The Dial Press-Doubleday, 391 pages; paperback, $12.95 (US).

Keeping Food Fresh: How to Choose and Store Everything You Eat is a comprehensive reference book to have on hand to get the best out of all the foods you buy. The author covers the entire gamut of foods that you use every day and even some of those you rarely encounter — from "A" (acidophilus milk) to "Z" (zucchini). The book is arranged into food groupings — vegetables, fruits and nuts; milk, cheese, and eggs; meat, poultry, and fish; grains and grain products; staples, snacks, and sweets; plus a couple of sections on kitchen systems and crises. There are plenty of use storage-time charts, as well as a section on storage wraps and containers. The information is well indexed for quick and easy access.

Keeping Food Fresh is an excellent reference for the student, homemaker, home economist or teacher. There may be a few food science terms that could be too "technical" for some of the general audience. On the whole, this book is a wonderful resource for consumers who want to expand their knowledge about food selection and proper storage in order to get the most nutrients and good taste from all the foods they eat.

Reviewed by:
Annie Woo, BAA
Pharmaceutical Sales Representative
Toronto, ON

The New Look of Beef by Kathleen Crowley. (1986). Toronto: Grosvenor House Press, 175 pages; coilbound, $10.95 plus $1.50 postage. (available from Beef Information Centre, 590 Keele St. Dept. F, Toronto, ON, M6N 3E3)

The 125 recipes in this cookbook are consistent with the recommendation to reduce fat in our diets, and the nutritional guidelines of the Canadian Heart Foundation. The book begins with information on fat: fat content in common foods, tips for reducing fat in recipes, fat facts; and also includes some basic information on cholesterol, and tips on reducing sodium in the diet. The standard diagram of a beef carcass illustrating various beef cuts; useful "Beef Cut Index", listing recipes by beef cut used; and an alphabetic index are included.

The recipes are organized into sections and each recipe is written in an easy-to-use format with preparation and cooking times clearly indicated. Quantities are given in Imperial and Metric measurements. Many recipes include microwave instructions. Registered dieticians have prepared a nutritional per serving analysis of fat, cholesterol, calories, and protein for each recipe.

Several appealing color photographs entice one to try the recipes. The preparation tips and serving suggestions will make this cookbook a favorite for any busy person.

Reviewed by:
Wendy L. MacLean, BHEc
Free-Lance Home Economist
Winnipeg, MB

Entertaining Without Reservations by Donna-Joy Halliday. (1985). Calgary: Cooking with Cents Publishing, 190 pages; $12.95.

The premise of this cookbook is easy entertaining at home, and is organized by menus, with recipes following. Menus vary from brunches to picnics, teas, lunches, dinners and an after theatre buffet. Numbers range from a "Candlelight Dinner for Two" to a "Buffet for a Large Crowd".

The recipes are an interesting range, easy to read and understand for the novice cook, with both imperial and metric measures. There are two microwave menus, as well as many recipes which have microwave cooking directions along with conventional. Handy tips are scattered throughout. Suggestions are given for setting up buffet tables, table settings, selecting wines and using herbs and spices for seasoning vegetables.

This cookbook would be most useful for those nervous about entertaining, or who find putting a menu together intimidating. It would make a good gift for anyone with limited entertaining experience and basic cooking skills.

Reviewed by:
Barb Holland
Free-Lance Home Economist
Toronto, ON

Abstracts of Current Literature

Family/Consumer Studies

The relationship of infant crying to parental stress in the transition to parenthood.

Wilkie, C.F., & Ames, E.W. (1986)
Journal of Marriage and the Family, 48(3), 545-550.

This Canadian study was conducted to test the hypothesis that new mothers experience more stress than new fathers during the transition to parenthood and that a baby who cried more than usual would have a negative effect on the transition for both parents. Thirty volunteer couples with a baby 4- to 8-weeks old joined a subject group, responded to an advertisement, or were friends of other respondents.

Data were collected by interviewers and questionnaires conducted in the family home. Measurement scales used were the Siegel Prestige Scale to measure socio-economic status and the Identity Pie to measure the importance of parent identity. A semantic differential questionnaire, the State-Trait Anxiety Inventory, a depression scale, and an infant crying questionnaire were used in data collection. The chi-square test showed that mothers experience more stress than fathers as hypothesized. Mothers mentioned more negative changes in the marital relationship and more positive parenthood categories than fathers did. Both parents agreed on the number of negative categories for the worst things about parenthood. The Identity Pie scale showed that fathers identified more strongly as spouse than mothers. Infant crying was found to be related to parental depression, and was more problematic for fathers. Mothers of excessively crying infants judged the infant and parenting more negatively while fathers experienced anxiety, and negative feelings about self, spouse, and lifestyle. This study reveals a necessity to help new fathers deal with the stress of transition to parenthood.

Affective discrimination in moderately to severely demented patients.

Sainsbury, R.S., & Coristine, M. (1986)
Canadian Journal on Aging, 5(2), 99-104.

This Canadian study was designed to determine indirectly whether or not people with severe cases of dementia actually recognized family members. The researchers attempted to determine what memory function remained in the most severe cases of memory disorder. Of the 110 institutionalized subjects originally screened, the final sample consisted of 15 subjects who gave no indication of recognizing any pictures of relatives. The 10 female and 5 male subjects, aged 77 to 89, were diagnosed as having Alzheimer's disease, multi infarct or mixed etiology dementia, or arteriosclerosis. Demographic data were collected by an interview on three separate visits. On the last two visits, subjects viewed a matrix of four pictures, one of whom was a close relative who had been seen within the last 2 weeks. Subjects were exposed to the matrix four times on two separate days. If the subject could not name a chosen picture, recognition was still assumed. An implied result is that although conscious recognition is not present, some type of memory is at work. Although the subjects were unable to recognize or name the pictures of their close relatives, when asked to choose which picture they preferred, the relative's picture was chosen. The Wechsler Memory Scale test revealed poor results on current and personal information. Information on immediate family showed that all subjects knew their marital status and spouse's name, but names and locations of siblings and children showed poor results. More research is needed on memory systems.

Control strategies and noncompliance in abusive mother-child dyads: An observational study.

Oldershaw, L., Walters, G.C., & Hall, D.K. (1986)
Child Development, 57(3), 723-732.

The authors of this Canadian study state that the purpose of their study was to develop operational definitions of parenting skills, especially control strategies, and to detail the differences observed with abusive and control mothers interacting with their children. The authors hypothesize that abusive mothers will use more control strategies, be less flexible, be more inconsistent, and will not be as effective as the control mothers. The sample included 10 control mother-child dyads obtained from either daycare centres or newspaper advertisements, who were paid $25 for their participation. Ten abusive dyads were referred by agencies where the degree of abuse had been classified by intake workers. The Michigan Screening Profile of Parenting was used to measure mothers' attitudes towards their children. Mother-child interactions were videotaped in a simulated livingroom setting. Each session lasted approximately 40 minutes with a specific pattern of events being followed. A MANOVA revealed differences between the two groups, with one-way ANOVAs showing abusive mothers using more power-assertive strategies than control mothers. Abusive mothers also issued more commands. Affective behavior was more likely negative than positive for the abusive dyads. Much more noncompliance was found in the abusive dyads. Abusive mothers use a neutral tone when issuing a command more frequently than an affective one. The study results support the hypothesis.

Gestalt therapy with parents when a child is presented as the problem.

Little, L.F. (1986)
Family Relations, 35(4), 489-496.

Because of the small amount of outcome research on the effectiveness of Gestalt techniques, this study was designed to test the effectiveness of Gestalt therapy in parent/child problems. It was hypothesized that there would be a significant change in the Gestalt group. Gestalt therapy was carried out in 10 2-hour group sessions for parents who responded to a widely publicized campaign in a large southern U.S. city. Of the 23 parents in the sample, 13 were assigned to a control group leaving 10 in the experimental group. All parents had a child between the ages of 3 and 10 years, who had been labelled by the parents as problematic. The Little Parental Valuing Styles Scale (LPVSS) was used to measure parenting styles. The results did not show any significant differences in the pretest of parenting values for both groups of parents. When compared to samples of normal population, the LPVSS showed that parents who labelled a child as problematic had substantially different profiles. In addition, parents who participated in the Gestalt group sessions showed significant changes in five of the six subscales of the LPVSS. A MANOVA which was used to test the hypothesis found significant differences in the subscales of extrinsic values, rejection, and intrinsic valuing. The study appears to provide support for Gestalt therapy for problematic parent/child relationships.

Supplementary listing of articles

Prospective aging of the population and its implications for the labour force and government expenditures. Denton, F.T., Feavor, C.H., & Spencer, B. (1986) *Canadian Journal on Aging, 5*(2), 75-95.

Developmental differences in part/whole identification. Prather, P.A., & Bacon, J. (1986) *Child Development, 57*(3), 549-558.

The spatial organization of hiding and recovery of objects by children. Cornell, E.H., & Heth, C.D. (1986) *Child Development, 57*(3), 603-615.

Play: Its meaning and being. Bishop, J.K. *Early Child Development and Care, 26*(1 & 2), 65-77.

Fathers' involvement in household activities. Rettig, K.D., & Metzger, N.M. (1986) *Journal of Consumer Studies and Home Economics, 10*(3), 195-208.

Family resources related to wife's time inputs to housework. Schram, V.R., & Hafstrom, J.L. (1986) *Journal of Consumer Studies and Home Economics, 10*(3), 235-246

Submitted by
Lenora Wiebe, BSHEc
MSc graduate student

Food/Nutrition

A parental screening system for use in a community-based setting.

Kennedy, E.T. (1986)
Journal of American Dietetic Association, 86, 1372-1375.

This study evaluated the effectiveness of an obstetrical risk and a nutritional risk screening system used in Massachusetts to identify women at high risk for poor pregnancy outcome. The obstetrical risk score accounted for age of the woman, parity, length of interconceptual periods, prepregnancy weight-for-height index, and previous pregnancy outcomes. The nutritional risk screening system was based on nutrient intake. This was derived from a modified frequency using the four food groups.

An obstetrical and nutritional risk score was determined for each of 910 women participating in the Special Supplemental Food Program for Women, Infants, and Children (WIC) and 418 non-WIC women. Medical records for all women were reviewed to determine the scores. Statistical analysis showed that the two groups were similar. On the basis of the obstetrical risk screening, approximately 67% of the sample was designated as moderate to high risk. More than 75% were termed moderate to high risk on the basis of the nutritional risk scoring system. There was a significantly lower mean infant birth weight for the women identified as high risk on the basis of the obstetrical risk score. No relation between nutritional risk score and the incidence of low birth weight were found.

While they found it encouraging that a quantitative screening method could be easily implemented, the authors felt that the sensitivity and specificity of the screening method could be improved. They stated that the nutritional scoring system may have been a better outcome predictor if it were based on energy consumption as well as nutrient intake. As well, they noted that the negative effects of cigarette, alcohol, and drug use were not considered in the current screening system. More attention should be given to methods for use in community settings that will effectively identify high-risk prenatal clients early in pregnancy.

The prevalance of bulimia among college students.

Auckerman, D.M., Colby, A., Ware, N.C., & Lazerson, J.S. (1986).
American Journal of Public Health, 76, 1135-1137.

This study was designed to assess the prevalance of bulimia and bulimic symptomatology using criteria based on the *Diagnostic and Statistical Manual of Mental Disorders.* Questionnaires were mailed to a randomly selected sample of students of a New England college. The response rate of 75% resulted in a sample of 631 women and 276 men. The questionnaire contained demographics and the height and weight of the participants. As well, there were several items from the Eating Disorder Inventory.

Results indicated that only 10% of the women and 11% of the men were classified as overweight. However, 59% of the women and 13% of the men perceived themselves as overweight. Based on the criteria of the study, 23% of the women and 14% of the men reported eating binges (at least 1000 kcal) at least once each week. Fasting, diuretics, laxatives, and vomiting were practiced as weight control methods by 23% of the women and 9% of the men.

Using the authors' operational definition of bulimia, 8% of the women and 0.7% of the men were classified as bulimic. These figures indicate that bulimia is less prevalent than some researchers have suggested. This study showed that bulimic symptoms are a substantial problem among college women. These symptoms include perception of being overweight, an extreme fear of gaining weight, concerns about binging, and severe restrictions on eating.

Nutritional status and dietary intake of a selected sample of young adult vegetarians.

Lecong, A. (1986)
Journal of the Canadian Dietetic Association, 47, 101-106.

The nutritional status of dietary intake of 36 vegetarians (14 men and 22 women) and 32 non-vegetarians (14 men and 18 women) were investigated for this study. All subjects completed a questionnaire dealing with age, activity, and reasons for following vegetarian diets, when applicable. A 3-day food record was completed. Height and weight were recorded for each subject.

All vegetarian subjects were lacto-ovovegetarians and had been following the diet for an average of 3.5 years. Vitamin and mineral supplements were taken by 61% of vegetarians compared to 12% of the omnivorous group. A variety of reasons for following a vegetarian diet and the physical benefits of such were given by vegetarian subjects. Protein complementation was absent in 18% of vegetarian females and 37% of the males. It is interesting to note that none of the vegetarians had consulted a nutrition professional for dietary advice.

Vegetarian diets were significantly lower in energy, total fat, saturated fat, and cholesterol and were higher in fibre than omnivorous diets. The authors also considered the vegetarian diets to be low in vitamin B_{12} and iron.

Nutrition for pregnant and lactating women: Implications for worksite health promotion.

Barber-Madden R., Cowell, C., Petschek, M.A., & Glanz, K. (1986)
Journal of Nutrition Education, 18, (supplement), 72-75.

This article presented the rationale for initiating health promotion activities for the increasing number of pregnant and lactating women choosing to remain in the work force. Four essential steps to the design of worksite nutrition and health problems are defined as: a needs assessment; an interest survey; program development and implementation; and a program evaluation. Each of these steps is discussed with low-cost options for each being explored.

The authors concluded that since pregnancy, lactation and work are no longer considered socially or medically incompatable, nutrition educators need to focus efforts on the development of innovative programs that will benefit the women both at the worksite and in the community.

Supplementary listing of articles

A method to assess sodium intake in populations. Sowers, M., & Stumbo, P. (1986). *Journal of the American Dietetic Association, 86,* 1196-1202.

A nutritional questionnaire for older adults. Fanelli, M.T., & Abernathy, M.M. (1986). *The Gerontologist, 26,* 192-197.

Use of nutritional supplements in a retirement community. Sobal, J., Muncie, H.L., & Baker, A.S. *The Gerontologist, 26,* 187-191.

Dietary changes made by low-income nutritionally high-risk pregnant women. McDonald, A.J. (1986). *Journal of the Canadian Dietetic Association, 47,* 21-25.

The role of infant cereals in the prevention of iron deficiency in Canadian infants. Yeung, D.L., Scythes, C.A., & Zimmerman, S.A. (1986). *Journal of the Canadian Dietetic Association, 47,* 98-99, 106.

Technical use of vitamins. Peace, D.A. (1986). *Journal of the Canadian Dietetic Association, 47,* 76-81

Submitted by
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Textiles/Clothing

Perceived importance of selected skills to a group of discount store buyers.

Kean, C. (1985-86)
Clothing and Textile Research Journal, 4(1) 31-36.

This study measured the perceived importance of selected skills of a group of discount store buyers. Experience, education, store volume, and opportunities offered for skill development by employers were influencing factors on the buyers' perception. The 1983 Directory of Discount Stores supplied a list of 140 buyers representing discount stores of five or more units and over $1 million in annual gross sales. All buyers were contacted through a questionnaire developed to determine: opportunity for skill development; importance placed upon selected skill; skill's importance for retail future; and selected demographic information. Of the 57 (41%) buyers who responded, most were 31-45 years old, college educated, had 7 to 15 years retail experience and were employed by a retail organization with a sales volume between $1 million and $500 million. Results indicated that discount store buyers felt the development of selected skills to be important, particularly decision making, negotiating, mathematics, leadership, and interpersonal skills. Despite the importance placed on skill development, training opportunities offered by employers to their buyers were minimal. Less than one half of those surveyed had access to training sessions. As a result, findings showed a propensity towards occupational change within the next 3-5 years by discount store buyers. To help combat this job dissatisfaction, training in skill development could be initiated at the post-secondary education level.

Cotton blend fabrics from polyester core yarns.

Harper, R. Jr., Ruppenicker, G. Jr., & Donaldson, D. (1986)
Textile Research Journal, 56(2) 80-86.

The properties derived from cotton/polyester corespun yarns and fabrics were compared to similar properties derived from cotton yarns and fabrics. Yarns of a high modulus polyester filament core, wrapped with cotton fibres were produced on a modified ring spinning frame. Two yarn sizes of 25mg/m and 21mg/m were produced consisting of 25, 32 and 50% polyester and 40% polyester respectively. Appropriate ring spun cotton yarns of 25mg/m and 21mg/m were also prepared for comparison, Jersey, upholstery, and canvas fabrics of controlled weight and dimensions were constructed from each of these yarns and then selected samples were treated with dye or resistance finishes. The yarns and fabrics were tested in accordance with AATCC and ASTM standard procedures for breaking strength, bursting strength, pull resistance, dimensional stability, and flame and smolder resistance. Results obtained after testing indicated that corespun yarns produced unique performance and appearance properties. The polyester filament in the yarn interior appeared to significantly increase fabric strength properties. Pill, flame and smolder resistance, and dye ameniability were increased also. Despite a cost increase in yarn construction of up to 50% and a cost increase in fabric construction of up to 25%, these results proved the corespun yarns' superiority over other yarns, and warrants further construction.

Perception of physically impaired job applicants: Effect of dress, credentials, and raters' sex.

Ray, G. (1986)
Clothing and Textile Research Journal, 4(2) 16-18,

This study measured the effects of dress and credentials on employers' perceptions of bogus physically impaired job applicants. A folder containing a photo of the acting physically impaired applicant in a wheelchair and a data sheet was sent to 94 randomly selected men and women in managerial level positions. The photo and data sheet varied in three aspects: appropriateness of dress to working environment (high, medium, low); level of applicants' credentials (high, low); and respondents' sex (male or female.) The respondents were asked to read the information and then rate the applicant on three measures: character; recommendation to hire applicant; and suggested salary entry level. Results from these evaluations indicated dress affected employers' ratings on all three measures. The best dressed applicant received a higher character rating, more job recommendations, and a higher salary entry level. Credentials had an effect on two measures. The better credentials resulted in a higher character rating and more job recommendations. Credentials did not influence starting salary. From these results two conclusions may be drawn: dress is one of the most important factors influencing perceptions made by others; and disabled applicant's dress and credentials will affect a series of decisions made during interview situations.

The rise and fall of it all: The hemlines and hiplines of the 1920s.

Richards, L. (1985)
Clothing and Textile Research Journal, 2(1) 42-48.

Through a comparison of fashion illustrations, two traditional fashion concepts concerning the elevated hemline and the hipline emphasis on women's dresses of the 1920s, were confirmed. From 1920 to 1929, 20 fashion illustrations of contemporary daytime dresses were taken from each monthly issue of *Good Housekeeping*. The first suitable illustrations encountered as the pages of the magazine were turned that exhibited clearly visible and upright figures, were used. Measurements from the mouth to the hemline and from the mouth to the first horizontal hipline emphasis were taken and converted to percentages to indicate the amount of body coverage. From a total of 1,978 sketches, results obtained substantiated costume historians' claims. Daytime dresses' hemlines increased elevation during the 1920s. Several variations within this trend were observed: skirts lengthened slightly in 1922 and 1923; shortened in 1924; rose to their highest in 1927; and ended with a stable period in 1928 and 1929. The trend for longer skirts began in 1929. It also was proven that daytime dresses of that time had a horizontal emphasis at the anatomical hipline. This horizontal emphasis was lowest on the body in 1929 and thereafter began a slow rise on the waist, stopping there in 1929. A modest inverse relationship was observed between the fluctuating hemline and hipline emphasis placements.

Supplementary listing of articles

The cotton manufacturer in Normandy and England in the Nineteenth Century. Chaline, J. (1986). *Textile History, 17*(1), 19-27.

Comfort dimensions of actual and ideal insulative clothing for older women. Sontag, M. (1985). *Clothing and Textile Research Journal, 4*(1), 1-9.

Surface energy of wool. Brooks, J., & Rahman, M. (1986). *Textile Research Journal, 56*(3), 164-171.

Assessment of comfort. Slater, K. (1986), *Journal of Textile Institute, 77*(3), 1-16.

Wovens versus knitted. Steiner, M. (1986). *Knitting World, 79*(1), 15-19.

Stress in clothing as related to seam strength. Crow, R., & Dewar, M. (1986). *Textile Research Journal, 56*(8), 467-473.

Submitted by
Sheri McBride, BA
MSc graduate student

Call for Papers

Research Sessions — International Federation for Home Economics Congress

Submissions are invited for the Research Sessions of the XVIth Congress of the International Federation for Home Economics to be held in Minneapolis, Minnesota, July 24-29, 1988. Submissions may be made in any of the subject matter areas of home economics and may be for either presentations or poster sessions. Details concerning the submissions and a copy of the application form may be obtained from:

Dr. Margaret Arcus
IFHE Research Committee
School of Family and Nutritional Sciences
University of British Columbia
Vancouver, BC V6T 1W5

All research applications for this Congress **must be submitted by June 1, 1987.**

. . . In Ideas

Finance Handling and Stayed Marrieds

Using data collected on 311 couples at approximately 6-month intervals beginning in the fall of 1968 through the winter of 1979, the authors compared those couples who stayed married and those couples who divorced on their finance handling and decision making. The areas of finance handling included looking after getting cash, deciding how much cash to get, paying bills, disposition of surplus money, keeping track of expenditures, and having credit cards in their name. The authors reported greater role specialization among those couples who stayed married. The couples who remained married started their marriage with less husband dominance and greater influence of the wife in handling various areas of financial management.

Source: Reported in *Journal of Marriage and the Family.* 1986, February. pp. 129-136.

Rickets, a Disease of the '80s?

Some Canadian children are still developing the bow-legged gait, typical of vitamin D-deficient rickets, despite the fact that all pasteurized milk and commercial infant formulas in Canada are fortified with the vitamin. Each year, doctors at the Winnipeg Children's Hospital treat an average of three or four cases. Incredibly, in 1984 that number doubled when eight cases were found. Permanently deformed legs, just one of the symptoms of rickets, result because the bones are weak and lack sufficient calcium. But it is a dietary lack of vitamin D, not calcium, that causes rickets. "That's because vitamin D is necessary for calcium absorption and use in the body," says Dr. David L. Yeung, Manager, Nutrition Research Department, H.J. Company of Canada and Chairman of the Infant Nutrition Institute (INI). Fortified milk is the only major source of vitamin D, although the vitamin can also be formed from other compounds in the body, when the skin is exposed to the ultraviolet rays of sunlight.

In-Touch, a quarterly publication of the INI for health professionals, points out that cultural living patterns can predispose certain children to vitamin D deficiency. For example, 83 percent of the infants treated at the Winnipeg Children's Hospital were Indians or Inuit living in the Canadian north. During the winter months, there are few hours of direct sunlight and heavy clothing is necessary to protect these infants from cold. In summer, native infants are traditionally kept indoors to protect them from the sun, wind and insects. Fresh milk is not always readily available in remote areas. And, since so many adult Indians cannot tolerate the milk sugar, lactose, found naturally in milk, it is not a frequently used beverage. Indeed, two of the infants who developed rickets were not drinking milk at all. Six of the infants were still being breastfed, but breast milk is not a good source of vitamin D.

Health and Welfare Canada, in their publication, "Feeding Babies", recommends vitamin D supplementation (10 μg or 400 IU per day) for all breastfed infants. Supplements are also necessary for children who are not drinking at least a litre of milk daily. The INI challenges health professionals to find innovative ways to erradicate this easily preventable disease.

Source: *In-Touch*, 5(1), Fall 1986.

Ways to Spot a Quack

A recently published article lists 21 ways to help spot a modern health quack. Each statement is discussed so that readers understand the terminology quacks use and why their unscientific testimonials are ridiculous. A few of the 21 tips to help you spot a quack are: promises; quick and dramatic cures; uses disclaimers couched in pseudo-medical jargon; displays credentials not recognized by responsible scientists; claims that most Americans are poorly fed; tells you not to trust your doctor; and tells you that it is easy to lose weight.

Source: Herbert, V., & Barrett, S. (1986, September). Twenty-one Ways to Spot a Quack. *Nutrition Forum*, pp. 65-68.

Money Guide

The 1987 *Personal Money Guide* can help you start amassing a small fortune. Or, if you simply want to learn to manage the money you have more effectively, this unique 50-page guide can tell you how. The 1987 edition starts with advice on preparing a basic household budget (complete with sample budget forms) and moves on to the largely unregulated world of professional financial planners.

The risky but potentially lucrative options market is the subject of an article for serious investors, while those with something more exotic in mind can read about diamonds — a good hedge against inflation. But, warns financial analyst David Ingram, investors should examine every aspect of this specialist's market before getting into it. If you're temporarily short of cash, you may be interested in a personal line of credit — a quick and relatively cheap alternative to loans or cash advances on your charge card. A feature details the advantages and disadvantages. Two big advantages are: interest charges will be 6-9% lower than on credit card advances, and you can pay off your line of credit as quickly as you wish, unlike a consumer loan, where you may pay a penalty to pay it off early.

The magazine has lots of tax advice, including an article on capital gains that tells consumers how to make the most of the cumulative exemption announced in the Wilson budget of May, 1985. An article on charitable donations explains how to maximize your tax write-offs. After taxes, can death be far behind? An article tells you how to save money on preparing a will. Another feature tells you how to set up a marriage contract. "Basically, a marriage contract enables couples to avoid the application of certain property division rules that exist in a particular province. Therefore, if you agree that your spouse will be entitled to a share of your property upon marriage breakdown, your contract should specify what property that is and how much of a share your spouse is entitled to. Since a marriage contract can function like a will, you should decide whether or not the property-division provisions should terminate on death. Before deciding this, it's important to discuss your situation with a lawyer who is knowledgeable about estate planning, since the legal and tax implications can be quite complicated."

Another article offers an introduction to the jargon of the investment world. There are also tips on "crash course" real estate seminars, real estate tax shelters, traded debt investments, RRSPs and Canada Savings Bonds. The 1987 *Personal Money Guide* sells for $2.95 at Canadian newsstands. It is also available on tape at the Canadian National Institute for the Blind.

Source: News Release, *Canadian Consumer*, November, 1986.

. . . In Trends

Declining Fertility Trends

Two exciting projects are proposed for the near future, and the Vanier Institute has received promising news with regard to funding for them. "Where Have All the Children Gone?" is the working title for a study of the declining fertility trends in Canada and the social economic, and cultural implications of those trends. If funding can be secured, the study will involve a thorough review of research and literature available in order to synthesize and interpret how the declining rates of fertility reflect the changing values and commitments of Canadians. The Institute is looking for sponsorship for the project, which would involve the collaboration of Statistics Canada and a number of researchers in the field. Also in the works is a proposal for a computerized Family Information Retrieval Service Program for the Vanier Institute of the Family Resource and Information Centre. This service would meet a real need on the part of Canadian family researchers, policy analysts and family professionals.

Source: Looking to the Future. (1986, September). *Transition* p. 16.

Need for Government Action

The 13th annual report of the Canadian Advisory Council on the Status of Women (CACSW) confirms the need for government action on a wide range of issues that affect women's lives. The 26-page report for 1985-86, underscores the need for urgent action in a number of areas, ranging from pornography, unemployment insurance to broadcasting.

The CACSW proposed a new definition of pornography, believing that the bill should distinguish between healthy sexuality, and pornography and violence against women. In the area of unemployment insurance, the Council recommended that employment strategies be based on the particular characteristics of women's employment and unemployment. The Council feels that maternity leave provisions should ensure that women have access to both sick leave and maternity benefits as required. The Council is looking forward to the proposed changes to the Broadcast Act. The CACSW hopes that the new legislation will address the issue of sex-role stereotyping. Hopefully there will be measures to guarantee equality and dignity of women and that these measures will not be viewed as an unacceptable infringement of freedom of expression.

Other highlights of the annual report are: — in order to ensure the equitable participation of women in the Canadian Jobs Strategy, the Council recommends that the membership of each Local Advisory Council consist of equal numbers of women and men, including representatives of women's groups; — the Council will continue to press for changes to end the discrimination against Native women and to ensure that they obtain justice and equality for their children and grandchildren; — the Council recommends that the federal government set up programs to encourage women and adolescents to develop skills in mathematics, science and technology and to have access to a wide range of trades and professions in areas where they are underrepresented; — the Council strongly recommends that any changes to the Divorce Act ensure that the custody arrangements are made in the child's best interests and that access rights give the opportunity for a strong bond to develop or remain between both parents and the child. The Annual report is a bilingual publication.

For more information: Contact Anne Marie Smart, Public Affairs Advisor, (613) 995-6907.

Housing Your Aging Parents

Financial planning and housing are the most important issues with which you can help elderly parents. Parents should be encouraged to plan 15 years ahead at any given time, to speed up the decision-making process just in case unexpected events (illness, death)) occur. This article explores the housing options that are available for seniors. As well as discussing the pros and cons of remaining in their home, renting an apartment, buying a condominium, or entering a nursing home, the author describes three relatively new housing concepts: satelite units (independent units around an intermediate or long-term care home), "granny flats" (parents live in self-contained units on property of grown children) and Abbeyfield houses (large dwellings offering shared accomodation with minimum supervision). Start talking with your parents now about their future to ensure that they will have time to make these housing decisions.

Source: Reported in Withers, P. (1987, January). A Home for your parents. *Your Money*. pp. 16-21.

... In Products

Educational Software Information

Under the aegis of the Council of Ministers of Education, Canada (CMEC), Ministries and Departments of Education are participating in a cooperative venture to provide educators with information on educational software products currently available in Canada. The CMEC Database for Educational Software is now available on-line country-wide.

Information in the database is provided by Ministries and Departments of Education. Each record in the database details the title of the software, its publisher, computer models on which the software functions, intended use, appropriate age levels, availability and price, an abstract, subject descriptors and an extensive evaluation of the software. The evaluations are a key component of each database record and are based on a standard set of evaluation criteria. The criteria have been published in the form of a booklet entitled *Software Evaluation: Criteria for Educational Computer Software Evaluation,* available from CMEC at $2.00 per copy.

The database is currently available on-line in either English or French through the facilities of La Centrale des bibliothèques in Montréal. Any user equipped with a microcomputer, a modem, communications software and telephone lines can access the database on-line. Costs are $25.00 per hour and include communication charges. There are no additional sign-on or subscription fees. An average search lasting approximately 15 minutes would cost the user $6.25.

For more information: Contact Boyd Pelley, CMEC, 252 Bloor West, Suite 5-200, Toronto, ON, M5S 1V5, (416) 964-2551.

New Electric Appliances

SEB Canada of Mississauga, ON has introduced a full line of electric appliances under the TEFAL brand name. According to Marc Turgion, president of SEB Canada TEFAL electric appliances have gained market leadership in England, Europe and internationally because of their innovative style and quality.

For more information: Contact Shaaron Hay, (416) 447-8591.

Ready-to-eat Cereals

"Cereal grains are considered 'nutrient dense' — that is, they pack a fair amount of food value for their calories. The food value includes complex carbohydrates (starches), fiber, B vitamins, and protein. In ready-to-eat cereals, though, the rough-and-tumble of processing removes some nutrients. Manufacturers can and do restore lost nutrients, sometimes to your benefit, sometimes not. And they can and do add fat, sodium, and sugar — never to your benefit."

In a recent article in *Consumer Reports* 59 cereals were scored on their balance of five key components: dietary fibre, protein, sugar, sodium and fat. To come up with the 100-point Nutrition Index in the Ratings, high marks were given for dietary fibre and for protein, two desirable ingredients; and low marks for added sugars, sodium, and fat. The top score awarded was 73 and the worst score was 29. The article includes a full summary of cereals analyzed, graphically depicted.

Source: Ready-to-eat Cereals, (1986, October). *Consumer Reports* pp. 628-637.

... In Publications

Educational Planning Process

Published in May 1986 by the Canadian Commission for Unesco, *Public Participation and the Planning Process* is a 65-page report of three separate case studies on education planning projects in Canada. The report is available in separate editions, Engish and French. The case studies illustrate how various population groups can participate in designing education systems to suit their particular needs — in these instances, native people in the Northwest Territories, adults and organized groups involved in vocational training in Quebec, and volunteer "local contact committees" organizing and managing community college instruction in Saskatchewan.

Ordered

To order: Send $8.00 plus $1.50 for mailing to Renouf Publishing, 1294 Algoma Road, Ottawa, ON K1B 3W8; (613) 741-4333 or 1-800-267-1826.

Financial Management Guide

In order to extend the same help provided to executives and professionals attending their seminars or receiving individual counselling, four chartered accountants from Touche Ross developed a manual and do-it-yourself kit. The preface states that their aim was to familiarize persons with the planning process as applied to personal finances and to give both the structure and basic tools required for planning and managing finances effectively. By following the step-by-step instructions and using the forms provided, a person will develop a comprehensive financial plan. This plan, according to the authors, will help a person to minimize income taxes, increase investment return, realize a comfortable retirement, and transfer an estate with the minimum emotional and financial cost. Whether persons decide to do their financial plans all on their own, or call on help from professionals, this manual can help them do a better job. By completing the forms, persons end up with their own "personal financial planners", a collation of all their current financial data, and a basis for planning and progress reviews. Applicable tax laws and regulations as of February 28, 1986 and proposed changes are taken into account. Since income tax law and other legislation is in a constant state of flux, future editions of this manual will be required.

To order: *The Touche Ross Canadian Guide to Personal Financial Management* is available for $12.95 from Renouf Publishing, P.O. Box 1008, Station B, Ottawa, ON, K1P 5R1, 1-800-267-4164.

Audio-Visual Programs

Health Fads and Facts shows that among the nation's most successful hucksters are those selling machines, pills, potions, miracle foods and diets that guarantee health, beauty or inches off your waistline in 30 days or your money back. This program looks at some of the many traps that are set for the unwary consumer. It contains a Teacher Guide and sound filmstrips, and is available for purchase at $127.

The Widening Sphere: Women in Canada, 1870-1940 is culled from a recent exhibition of the same name. The 40 slides and 63-page exhibition book give students a glimpse of the life women led in Canada from 1870 to 1940. Archival photographs show model schoolrooms, sewing factories, middle-class ideal families, the realities faced by most Canadian women, women in Canadian offices and factories, and an early wedding album. The extensive bilingual companion guide covers the entire exhibition; with three introductory essays, illustrations, and slide listings and commentaries. This effective, even-handed treatment can only lend accuracy and insight to the perspective of all students. The cost of this program is $60.

To order: McIntyre Educational Media Ltd., 30 Kelfield St., Rexdale, ON M9W 9Z9 or call toll free 1-800-268-1470. Programs may be previewed for 15 days without obligation.

Parliamentary Procedure

Mr. Chairman: A Guide to Basic Rules of Procedure is a revised edition of a well-established guide to the rules of parliamentary procedure. It is concise and straightforward yet has sufficient content to solve all except the most convoluted problems which might arise at meetings. The organization of the book is admirable. The table of contents directs the reader to the appropriate chapter, where a series of subheadings makes the needed information easily located. Operating on the premise that the reader is relatively ignorant of the subject, the author provides an introduction that is a model of brevity. The important features of procedures are analyzed. These form the basis for the machinery that enables groups of people meeting together to carry out their business efficiently. This book is useful as a primer for beginners and a ready reference for chairmen, members of committees, and other participants at meetings.

To order: Peguis Publishers, 462 Hargrave Street, Winnipeg, MB, R3A 0X5. Cost: $6.95.

Community Resources

Community Resources for Canadian Families is a comprehensive source book for anyone who wants to locate agencies or groups in Canada which help families. Resources are listed by 44 topics, including adoption, domestic violence, early childhood education, home support services, missing children, multiculturalism, parenting, poverty, research on the family, and therapy. Resources are also presented by province and territory, with addresses and information on professional organizations. There are useful sections on how to find resources and how to obtain funding for programs for families or children.

To order: Ptarmigan Publishing, P.O. Box 866, Orillia, ON, L3V 6K8, (705) 326-4731. Cost: $14.95.

Films on Native Families

Seneca Productions has produced a series of video dramas on topics relating to native families which also are relevant to those who work with other families, particularly those in impoverished and isolated conditions. *All our Business* deals with how neighbors and community members can respond to violence in other peoples' families. *Something to Celebrate* traces a woman's decision not to drink during pregnancy in order to avoid fetal alcohol syndrome. *A Hit for Mike* is about solvent sniffing. All three pieces use native actors. They combine humor, sensitivity, positivity, and a strong sense of realism.

For more information: Contact Seneca Productions, 77 Metcalfe St., Suite 604, Ottawa, ON, K1P 5L6.

Dressmakers Supply

A new mail order catalogue has been released by Dressmakers Supply, a company servicing many Home Economics departments across Canada. The 68-page catalogue features all dressmaking and craft supplies.

The catalogue is available to teachers at no charge and schools are given a 10% discount of all orders.

To order: Write Karin Dresher, Manager — Mail Order Division, Dressmakers Supply, 1325 Bay St., Toronto, ON, M5R 2C5.

Agriculture Canada Handbook

The Food Markets Analysis Division of Agriculture Canada has recently released the 1986 update to the "Handbook of Food Expenditures, Prices and Consumption".

The 1986 handbook contains over 200 tables covering historical data on the population of Canada, personal income, personal expenditure on consumer goods and services, family food expenditures, retail food prices and supply and disposition balance sheets for a number of food commodities. In addition, selected tables from the United States, the OECD and the world have been included.

To order: Single copies can be obtained by writing to: L. Robbins, Agriculture Canada, Room 6107, Sir John Carling Building, Ottawa, K1A 0C5.

Guide de la Consommation

La division de l'Analyse des Marchés Agro-Alimentaires de l'Agriculture Canada a publié récemment une nouvelle édition (1986) du Guide de la Consommation des dépenses et des prix Alimentaires.

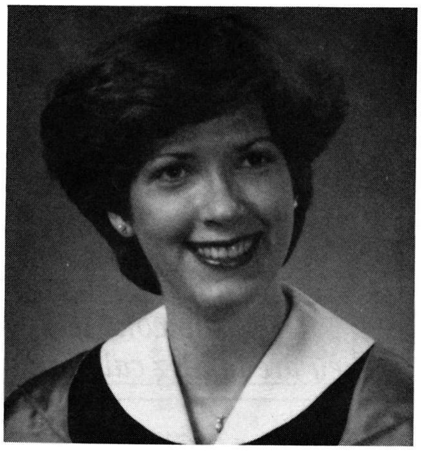
Ce guide contient plus de 200 tableaux présentant les données historiques sur la population du Canada, le revenu personnel, les dépenses personnels pour les biens et les services offerts au consommateur, les dépenses alimentaires des familles, le prix au détail des aliments et le bilan des ressources et utilisation d'un certain nombre de denrées. En outre, on a inclus de divers tableaux concernant la situation aux États-Unis, les pays membre de l'OCDE, et d'autres pays.

Pour l'obtenir: Un exemplaire de ce guide peut être obtenu en s'addressant à: L. Robbins, Agriculture Canada, pièce 6107, Immeuble Sir John Carling, Ottawa, K1A 0C5..

On the Job

Profile of a Home Economist in Quality Control

Barbara Helander



What is the price of quality, and to what extent are we, the consumers, willing to pay for it? What does quality mean? Is quality good value or is value a good price? Do we as a population *value* quality? These are just a few of the questions which prompted my initial interest and research into apparel quality and quality control.

Why Quality and Quality Control?

Consumers repeat their purchases because of product qualities they enjoyed after their initial purchase. If they perceive a change to quality upon a repeat purchase, then there will be no further purchases. Quality control ensures product integrity, purchase after purchase. The consumer develops a sense of brand loyalty based on favorable impressions or perceptions of product quality. To maintain a reputation of quality, therefore, many manufacturers have a quality philosophy and strictly adhere to it. They understand that intrinsic product qualities such as style, durability, construction details, color, and texture trigger purchase activity. Quality ensures a dependable and reliable product for the consumer; and for the manufacturer, quality control is their key to cost-effectiveness. If products are manufactured to specification, then labor is not wasted and materials are not scrapped.

The Quality Dilemma

If everything is manufactured to specification, then all is well; but, what if it is not? Invariably products are not perfect — Murphy is always poised, ready to strike. Does the manufacturer scrap all efforts? Does the manufacturer risk loss in deference to perfection? Quality Control is often presented with this dichotomy: Quality — what is good and right for the consumer versus what is good and right for business. This is when the home economist can be of invaluable service to the manufacturer.

The home economist understands consumer interests, consumer expectations of durability, and consumer complaint activity. Within the apparel industry, the home economist is particularly knowledgeable due to training in apparel design, fit, sizing, fashion, construction, and textiles; plus, has the ability to relate the importance of these qualities to consumer satisfaction. Manufacturing errors can be objectively examined by the home economist by asking one of the following questions: Will the error result in product failure? Will the durability/ serviceability of the product be severely impaired? Will the plans result in a consumer complaint?

The Home Economist's Role

My role at Playtex is to ensure that all received materials meet specification, to ensure that all products are constructed according to specification; and, to confirm consumer acceptability of all first quality product. To illustrate how academic training can prepare the individual for a career in quality control, it is useful to discuss the various functions within the role.

Materials are tested according to internationally recognized standards for testing; therefore, a knowledge of test methods and standards is essential. The ability to develop standards and to determine acceptable levels of deviation is also essential. The ability to understand apparel construction, both pattern design and sewing techniques, is crucial. Unless there has been academic training or exposure to industrial sewing machines, then a transition period to learn industrial techniques should be anticipated. The quality control professional must understand the relationship of fabric to pattern, of fabric to the sewing machine; and, of the role the sewing machine operator has in controlling the quality of work processed through the station. It is this latter area, operator handling, which plays havoc in the intimate apparel trade. It is important for the quality control individual to understand fabric modulus and sewing control.

To ensure products will be durable and will meet consumer expectations, products are constantly wear tested. Again, the quality control individual must understand principles of research and experimental design, surveying techniques, and data interpretation. This will guarantee meaningful wear test results.

In many respects, the quality control professional is a jack-of-all trades. The individual must have a sound knowledge of theory and must be well versed in manufacturing and operating procedures. A pragmatic approach to problem-solving also can be invaluable. In a roundabout way, the aforementioned qualities also accurately describe the home economist. The thrust of our profession is to gain a solid foundation in theory, principle, and economics; plus, develop a sensible and practical approach to problem resolve. A career in quality control is an excellent way to utilize the home economics degree. It allows the individual to be an integral member of a manufacturing team; and, maintains the link between product and consumer. ☐

Barbara Helander (BEd (Home Economics), New Brunswick; MSc (Clothing and Textiles), Alberta) is presently employed by Playtex Ltd. as Quality Control Supervisor for their Intimate Apparel plant in the Ottawa Valley.

What do you say when ...?

What do you say when someone tells you they are taking calcium supplements?

Cindy L. Viger

When someone says they are taking calcium supplements, the first question that must be asked is "why". You may hear answers such as: "to help keep my bones healthy and strong"; "to prevent that disease — osteoporosis"; or the familiar adage, "if a little is good, a lot must be better". The concept that needs to be reinforced is that a bad lifestyle cannot be fixed by simply taking a pill.

Calcium plays a major role in bone health and is paramount for its continued growth and proper development. Healthy bones are not ensured by only a high calcium intake. Bones are a complex organ, and many factors are involved in their maintenance. Lifestyle factors, such as exercise, stress, smoking, and drinking coffee and alcohol, indirectly exert an affect on bone formation. Factors beyond our control, such as gender (women are at a disadvantage since they have a smaller bone mass than men), age (bone mass decreases with age), race, and family history, affect bone status.

A low calcium intake should be corrected through diet rather than supplementation and this is possible for most individuals. Although many foods provide calcium in the diet, milk and milk products are the best sources, and the most convenient. About 65% of the calcium in the Canadian diet is obtained from dairy products; this calcium is concentrated and well absorbed (Health and Welfare Canada, 1982).

The absorption of calcium varies greatly depending on the type of food it is found in. Factors in food such as lactose (found in milk), vitamin D (found in fortified milk, fatty fish, eggs, and liver) and phosphate (found in milk, dairy products, and meat) enhance calcium absorption. Some foodstuffs may limit or interfere with absorption or may increase the excretion of calcium. High intakes of fibre, protein, and oxalates (found in most green leafy vegetables) all have negative effects on calcium metabolism. But, the major factor influencing absorption is the total calcium intake.

When the calcium intake is inadequate there are many ways to increase dietary calcium before even considering purchasing a supplement. A container of dried skim milk powder should be kept close to the cooking area. Adding a few tablespoons of dried skim milk powder may add substantially to one's calcium intake. Dairy products can be ingeniously disguised in soups, casseroles, puddings, and other dishes. Incorporating sardines, canned salmon, (including the bones), nuts, and dried beans into the diet also helps to increase calcium.

Some people may have difficulty obtaining adequate calcium from their diet due to food intolerances (eg., lactose maldigestion, allergies) or an energy restriction. Today there are special food products available containing calcium, such as, milk bread which is fortified with calcium. Lactaid is available in the form of milk, tablets or liquid which enables lactose maldigestors to enjoy dairy products, as the lactose content can be significantly reduced. The misconception that all dairy products are "fattening" abounds but this is not the case. Low energy options such as skim milk and skim or low fat products are available.

The Recommended Nutrient Intakes (RNI) for calcium is 700 mg for females aged 19-49 and 800 mg for females over 50 and males over 19 (Health & Welfare Canada, 1983). One 250 mL glass of milk supplies between 300-319 mg of calcium (Dairy Bureau of Canada, 1981). Today the RNI for calcium is under question as the National Institute of Health (NIH) has recommended higher calcium intakes for females (both pre and postmenopausal), difficult to achieve through food sources alone (National Institute of Health, 1984).

If someone cannot achieve their calcium requirement solely from natural sources, they should contact their physician for advice, and pay particular attention to a calcium-rich diet. For individuals requiring supplementation it is important to guide them to the best and safest source. Natural calcium supplements (eg. bone meal, oyster shell) are not as safe as synthetic supplements as they may contain undesirable contaminates such as lead and arsenic. A reputable manufacturer should be sought and a supplement chosen which provides the greatest amount of elemental calcium for the least amount of money.

So when someone tells you they are taking a calcium supplement, ask them why, determine if they truly need one. Try to help them achieve their requirement through food sources first, as calcium absorption is enhanced by the many nutrients that are naturally present. If this cannot be accomplished then a calcium supplement from a reputable manufacturer should be considered and taken only upon a physician's approval. □

References

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Health and Welfare Canada. (1983). *Recommended nutrient intakes for Canadians.* Ottawa: Author.

Dairy Bureau of Canada. (1981). *Nutrient value of dairy foods.*

National Institute of Health. (1984). Consensus Development Conference Statement — Osteoporosis. *Journal of the American Medical Association, 252,* 799-802.

Cindy L. Viger received her BSc(HEc) from the University of Alberta then went on to complete her dietetic internship at the Health Sciences Centre in Winnipeg. She is currently the acting director of nutrition services at the Milk Foundation of Edmonton. Concomitantly she is working on a master's program in exercise physiology at the University of Alberta.

A regular column by the CHEA Foods and Nutrition Committee to assist home economists in combatting food and nutrition misinforamtion. Edited by **Katherine Loughlin.**

Reader Forum

(continued from page 59)

In closing, I congratulate Barer-Stein on a fine, thought-provoking article. I would, however, urge her to pursue further the writings of Brown and Paolucci since these works have such potential to clarify our understanding of the field of home economics.

Anne MacCleave, PhD
Assistant Professor
Mount Saint Vincent University
Halifax, NS

Author's Response to Professor MacCleave

Your comments offer the opportunity for further reflection and clarification, and this is always appreciated. Specifically to your points:

- On noting that you believed my analysis to be "confused" for the reason that I had "responded to selected words and phrases out of context", I have found in my own research that such a procedure is part of interpretive analysis. Selected words and phrases *as well as the totality* (to which I had also referred but you do not mention) of the statement impact on intended meaning. To emphasize the validity of this — you, yourself ended by questioning the meaning of "individual self-formation".
- Habermas is but one of countless philosophers who make use of specifically defined terms and phrases to expound their thesis. The onus is on those grounding their own reflective discourse in such works to make this intelligible to others and relevant to the issue at hand. Rather than repeating their context-specific terms, it is often more enlightening to make use of these in more broadly understood words and phrases. For example, my early reference to "essence" and "phenomenon" is really derived and grounded in Husserlian phenomenology but such unclarified reference would have been unwarranted.
- For these reasons too, I choose to take "systems of action" more broadly and used as *examples,* education, law, and resources; and this usage is explicated further in the work.
- Finally, "cooperative participation" and "critique and formulation, of", *are not* phrases which "qualify social goals". Rather, they refer to *process* by which social goals *may be* defined and achieved. I say "may be" because oppressive political systems can overtly *claim* such processes and can even use various means of subterfuge and propaganda to convince the populace that they have participated, when in fact only an appearance of such participation has been evidenced and ultimately for their own oppressive ends.

But what is really important in the efforts of Brown, Paolucci, Vaines, and Firebaugh as well as others, is that it is these efforts that have helped to shape and direct the ongoing reflections of home economists in their concern to find meaning and relevance within changing social conditions. And to help others to do so as well. Each serious contribution to that important effort of discourse adds a sliver of a possibility of fresh understanding.

I believe that *all* such critically analytical and interpretive works written for the reflective consideration of others offer the "potential to clarify our understanding of the field of home economics", and our place as individual professionals within that field located in the broader context of world cultures.

Thelma Barer-Stein, PhD

Call for Papers
1988

The *Canadian Home Economics Journal* invites articles from home economists and others who share their interest in promoting the well-being of individuals and families. Papers related to social issues affecting the home economics profession and professional practice, or providing information about professional subject fields are of particular interest.

Contributors will find the Guide for Authors in the Winter 1987 issue, pages 52-53.

Submission deadlines:

Winter	September 15, 1987
Spring	December 15, 1987
Summer	March 1, 1988
Fall	June 15, 1988

Demade d'articles
1988

La *Revue canadienne d'économie familiale* invite des articles écrits par des spécialistes en économie familiale de même que ceux de toute personne intéressée à promouvoir le bien-être des individus et des familles. Les articles traitant d'aspects sociaux ou apportant quelque information que ce soit dans les divers champ du domaine de l'économie familiale sont particulièrement bienvenus.

Pour collaborer à la Revue, consulter le Guide des auteurs dans le numéro d'hiver 1987, pages 52-53.

Dates limites d'envoi des manuscrits:

Hiver	15 septembre 1987
Printemps	15 décembre 1987
Été	1er mars 1988
Automne	15 juin 1988

PROVEN INNOCENT.

After years of being labelled an unhealthy food, sugar has been unmistakably cleared of such charges by the U.S. Food and Drug Administration.

In three long years of careful, detailed research, the F.D.A. officially reported in 1986 that there are no facts to support the long list of myths and fears that have existed about sugar. In fact, no evidence whatsoever links sugar with obesity, hyperactivity, heart disease, diabetes or any other major disease for that matter.

In proving the innocence of sugar, the F.D.A. has unequivocally revealed that sugar is far from a threat to our well-being. On the contrary, it is a natural energy food that is very definitely safe to eat. And with fluoridation and improved oral hygiene, dental caries have been significantly reduced.

At The Canadian Sugar Institute, we're proud of this verdict, and we know it can only mean the stigma that has surrounded sugar for so long can be forgotten once and for all.

NOTHING EQUALS SUGAR.